

Senior Data Analyst

Description

Why Brightside: For our clients – our mission is clear. To improve the financial health of working families. Brightside is an employee benefit with a brand-new approach to personal finance. We offer unique solutions to help with anything related to finances, emotions and behaviors that can impact our clients. We take a holistic view to provide unbiased and confidential assistance through an unmatched blend of products, technology and true human care. Our goal is to make it easier for our clients to understand their options to obtain long-term financial health and gain peace of mind when it comes to financial matters. For our employees – we believe in inspiring careers, a great life/work balance and meaningful work that truly makes a difference in the lives of working families. Your work will have direct impact on the lives of our clients. You will have the opportunity to see a growing start-up from the inside out and see how passionate our employees are about the work we do and the outcomes we are creating for others. A bit about this role at Brightside: Brightside is looking for an experienced data analyst who will play a crucial role in deriving insights from data to drive business decisions. This role requires a blend of creativity, analytical thinking, and the ability to work closely with business stakeholders, including marketing and customer success teams. The ideal candidate will be skilled in executing a variety of analytical techniques to provide strategic insights that align with our business goals. This role reports and works closely with our Head of Analytics and her awesome team. This will be an evolving role, where we expect you to expand your knowledge and use of new techniques and technologies to more effectively deliver insights. The meaningful work you will tackle: Utilize advanced analytical techniques to identify trends, patterns, and opportunities for growth. Analyze the results of engagement-driving campaigns and provide insights to optimize marketing strategies. Design and execute customer level analysis, supporting the delivery of data-driven insights which influence customer decisions. Train and encourage stakeholders to self-serve metrics and understand business performance using Tableau reporting and AI tools. Collaborate with business stakeholders to understand their reporting and analysis needs and provide data-driven recommendations. Develop and maintain dashboards which clearly represent performance relative to targets for key performance indicators (KPIs) and business metrics. Support the scaling of the business by identifying areas for improvement and optimization. Identify areas of opportunity to improve our data ecosystem. Stay updated with industry trends and best practices in data analysis and visualization. What we're looking for in your background & what makes you a success: 3+ professional years experience in statistical analysis, including fluency in at least one programming language for statistical analysis (e.g., Python, R). 3+ years experience wrangling, visualizing, and analyzing data with code (SQL required). Experienced user of Microsoft Excel/ Google Sheets as a supplemental ad hoc analysis and visualization tool. Experience with Databricks, Tableau, Jira, GitHub. Experience working with marketing and customer success teams to analyze campaign results is highly desirable. Strong cross-team collaboration with demonstrated ability to gather and document clear business requirements for data and analytics needs. Experience presenting findings and insights to leaders in a clear and concise manner. Curiosity and a strong desire to learn something new every day & seeking feedback is important to you for your growth. Creative mindset with the ability to think outside the box and propose innovative solutions. The excitement to dive into work that matters and see it through. Strong attention to detail and commitment to accuracy. Bachelor's or Advanced degree in a quantitative related field such as Mathematics, Data Science, Computer Science, Statistics, or Engineering – advanced degree is a plus. Employee Benefits at Brightside: At Brightside you'll find a remote, safe, fun & inclusive work environment. We have a

Hiring organization

Brightside

Job Location

Remote within United States

Base Salary

\$ 60000 - \$ 105000

Date posted

June 5, 2024

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competitive benefit plan including generous time off, medical, dental, vision, short/long term disability, life insurance, commuter options and a 401(k) plan. Equal Employment Opportunity Commission: Brightside is an equal opportunity employer and values diversity. We do not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. Please mention the word ****ENERGIZE**** and tag RNDQuMjM0LjE0NS4xMTU= when applying to show you read the job post completely (#RNDQuMjM0LjE0NS4xMTU=). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via [RemoteOK.com](https://www.RemoteOK.com)