

## Product Analyst

### Description

Product Analyst VGW is an interactive entertainment company, harnessing technology and creativity to deliver world-class, free-to-play games. We have a great opportunity for a Product Analyst to join our Growth team. You will be responsible for evaluating new game development projects and analysing the performance of existing products. The Product Analyst will own the project gating process, using data to determine if projects should start, continue or receive additional investment. Additionally, the Product Analyst will be responsible for tracking the Growth Team's KPIs and evaluating the performance of each unit within the group. To be successful in this role you must have previous experience in the online social games or casual gaming markets. Note: This is a remote position in the United Kingdom. Key responsibilities will include: Work with the VP of Growth Products and product managers to proactively identify new project opportunities Create business cases to evaluate new projects, including market analysis, financial projections, and risk assessments Own the new product Stage-Gate process, evaluating projects at each stage and using data to determine if projects should continue or be halted Conduct competitive analyses and stay updated with industry trends to anticipate market shifts. Understand player needs and preferences to enhance game features and user experience Leverage complex data sets to provide actionable insights. Analyse user behavior, game performance, and market trends to recommend improvements and inform strategic decisions Develop and monitor key performance indicators (KPIs) for various game metrics such as user acquisition, retention, monetization, and engagement. Provide regular reports to stakeholders and suggest optimisation strategies Build financial models to forecast game performance and revenue. Assist in budget planning and revenue forecasting Work closely with the product management, marketing, and development teams to implement data-driven decisions that align with business objectives Prepare comprehensive reports and presentations for executive review. Clearly communicate findings and recommendations to both technical and non-technical stakeholders. What you will bring to the role: Bachelor degree in Business, Economics, Statistics, or a related field. Advanced degree (MBA or MS) preferred Minimum of 5 years of experience as a Business Analyst or similar role in the social online games and/or casual games industry Deep understanding of the social casino and casual gaming markets. Familiarity with game mechanics and monetization strategies Proficiency in data analysis tools (SQL, Python, R) and experience with analytics platforms (Amplitude, Google Analytics, Tableau etc.) Exceptional analytical and quantitative problem-solving skills. Ability to interpret complex data and translate it into actionable strategies. Proven modelling skills with a high proficiency in Excel Familiarity with tools such as App Annie and Sensor Tower. Regular consumer of games and industry information resources Strong verbal and written communication skills. Ability to present complex information clearly and persuasively Demonstrated ability to work collaboratively in a team-oriented environment. Strong interpersonal skills About VGW VGW is an interactive entertainment company, harnessing technology and creativity to deliver world-class, free-to-play games. With high-quality, acclaimed brands including Chumba Casino, Global Poker and LuckyLand Slots, we entertain and delight over one million players in North America. As pioneers in sweepstakes promotions for online social games, we also offer our players the opportunity to redeem incredible prizes. At VGW, one of our core values is "our players come first". This means always striving to deliver a safe, responsible and positive player experience. Why VGW? At VGW, weâ??re more than just a team. Weâ??re a diverse and inclusive group of individuals, each playing a vital role in our success. Our core values are clear and strong; we win together, do whatâ??s right, put our players first and are powered

### Hiring organization

VGW

### Job Location

London, England, United Kingdom

### Date posted

June 15, 2024

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by passion. We believe in our people and are committed to creating an environment where everyone feels welcome, inspired, and supported. We recognise that life is more than just work – that's why we're all about flexibility so you can strike a healthy balance between your personal life and career. We're also here to champion your growth in your current role and future aspirations, providing opportunities for learning and career advancement. And to top it off, we back this all up with competitive compensation, perks and benefits. But it's not all business. We inject fun into the workplace, celebrate together and create lasting memories, from a mix of in-person and online events, to social gatherings and much more. It's our combined skills, ideas and visions that drive us forward. Join us on this exciting journey, and together, we'll achieve remarkable things. If you want to join a team that does things differently, apply today – we look forward to seeing what you can bring to our team. Find out more at [www.vgw.co](http://www.vgw.co) #LI-CJ2 #LI-RemotePlease mention the word \*\*FOOLPROOF\*\* and tag RMjE2LjI0NS4yMjEuOTE= when applying to show you read the job post completely (#RMjE2LjI0NS4yMjEuOTE=). 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

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