

# Advanced Analytics

## Analytics Executive / Senior Analytics Executive / Analytics Manager

### Role Overview

We are looking for a first class analyst to join our growing Analytics & Insights agency.

We are a diverse team of psychologists, marketers, analysts and project managers. We have a common aim; to use our shared experiences to provide intelligent thinking from within a streamlined working environment. We are committed to providing clients with clear, captivating deliverables.

We have two core teams, reflecting our main business areas: Advanced Analytics and Research Solutions.

We are looking to further strengthen our Advanced Analytics team of eight analysts by recruiting an extremely capable analyst with an all-round ability to work across a wide variety of multivariate techniques.

A potential secondary role is within our growing Multiple Source Analytics offer – using data science techniques to get the most out of the huge variety of data available to us.

### Company Background

Since 2005, Bonamy Finch has been providing analytically-driven consumer insight services to a broad spectrum of consultancies and research agencies, as well as working directly with some of the world's leading brands.

Whether conducting advanced analytics, or delivering full market research programmes, we consistently deliver creative solutions and compelling outputs. All of our work exploits our strength in the application of advanced analytics to solving business issues, helping clients to make better informed decisions.

Bonamy Finch is a privately owned company, and our success is driven by our relentless commitment to providing analytical and research excellence for our clients.

### Core Remit

We are looking for an analyst to further support and develop our Advanced Analytics offer. Typical duties will include:

- Consulting with clients on the best approach to segmentation, key driver analysis and trade-off briefs;
- Assisting the Advanced Analytics team across a wide variety of segmentation analysis projects, a number of branded and unbranded multivariate techniques, and trade-off analysis (including conjoint);
- An opportunity to get involved in our Multiple Source Analytics offer.

## Role Summary

- To take a supporting role within a team of analysts in order to help move our Advanced Analytics offer forward
- To take ownership of analysis projects and demonstrate a high level of attention to detail in order to deliver successful projects
- To estimate accurately how long tasks take to perform, exercising discipline with time spent on tasks, managing suppliers and monitoring the finances of each project in order to ensure they delivered profitably
- To immerse yourself in clients' business issues and to demonstrate a genuine interest in delving under the skin of an issue
- To deliver commercially astute research, that ultimately supports business decisions
- To talk confidently to clients, discussing business and research objectives and methodologies
- To deliver the most compelling analysis through a strong understanding of how research design needs be tailored
- To be able to synthesise information and communicate it in a clear, compelling and passionate way
- To express complicated information with clarity & authority
- To present results in numerical and visual form with confidence, using appropriate software
- To take a flexible approach to workload, to work autonomously when required, demonstrating the ability to prioritise and organise and remain calm under pressure

## Required Skills

### Technical Advanced Analytic skills

- Must demonstrate an excellent working knowledge of advanced analytics, but also be able to act as an advanced analytics advisor
- Must have knowledge and direct experience of multivariate statistics (e.g., multiple regression, factor analysis), segmentation (e.g. cluster analysis), and mapping techniques
- Knowledge of data science techniques (e.g. machine learning), pricing and product optimisation (e.g. conjoint, brand-price trade-off etc.) will be an advantage
- Particularly for key driver analysis and segmentation, we are seeking candidates with an appreciation of the different techniques and data transformations, the pros and cons of each, knowledge of latest thinking in each of the fields
- It is crucial that candidates have a strong affinity with numbers, an ability to simplify complicated solutions and be able to explain them in layman's terms

### Software

- Should be a strong user of SPSS, MS Excel, and MS PowerPoint
- Advantageous to have knowledge and experience of r, python and SQL
- Comfortable with use and creation of VBA within MS Excel simulators
- Knowledge of Sawtooth Software for conjoint analysis

### Experience / Information

Experience of FMCG consumer durables, service and financial sectors would be beneficial.

Candidates will ideally have a minimum of 3 years experience in analysis of research data. We are primarily interested in recruiting the person with the right mix of skills rather than a defined number of years experience or a specific current job title.

## **Remuneration**

Will depend on experience plus aptitude. We will offer a good basic salary, plus participation in our company bonus scheme, plus company pension contribution.

We have very high staff retention, and are a friendly, collaborative team. We have previously been nominated for the MRS Best Place to Work award. The successful candidate can expect promotion based on performance.

This is a full time position with hours from 9am – 5.30pm Monday to Friday.

There may be the occasional need for overseas travel, normally for no longer than 1-2 nights per trip.

## **Location**

Bonamy Finch is based in Cobham, Surrey and so the successful candidate must be willing to commute to our office daily.

The office is 25 minutes walk from the local train station (two trains an hour to/from Waterloo via Surbiton and Clapham Junction). Alternatively, we are based just 10 minutes from Junction 10 of the M25.

## **Equal Opportunities**

Post holders must at all times fulfil their responsibilities with regard to our equal opportunities policy and equality laws.

## **Health and Safety**

All post holders have a responsibility, under the Health and Safety at Work Act and subsequently published regulations. Employees as individuals of the Company have a statutory duty to co-operate together to promote health and safety best practice.

## **How to apply**

Please send your CV and a covering letter by email to Peta Poyser, Office Administrator – [info@bonamyfinch.com](mailto:info@bonamyfinch.com)