

## Advanced Analytics

### **Analytics Manager / Senior Analytics Manager / Analytics Consultant**

#### **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 are looking to further strengthen our Advanced Analytics team by recruiting an extremely capable analyst with a speciality in either Segmentation, Conjoint or Key Driver Analysis.

There is an opportunity to get involved in our growing Customer Analytics offer – using data science techniques to get the most out of the huge variety of customer and 3<sup>rd</sup> party 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.

With thousands of segmentations, key drivers and conjoints under our belt, all of our work exploits our strength in the application of advanced analytics to solving business issues, helping clients to make better informed decisions. It is also a great place to work, with lots of project variety and experts to learn from.

#### **Core Remit**

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

- Consulting with clients on the best approach to segmentation, key driver analysis and trade-off briefs;
- Managing and analysing a variety of segmentation analysis projects, performing a number of branded and unbranded multivariate techniques, and trade-off analysis;

#### **Role Summary**

- Working collaboratively 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 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 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 express complicated information with clarity & authority
- 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)
- A strong experience with either:
  - Segmentation (e.g. cluster analysis), with an appreciation of the different techniques and data transformations**OR**
  - Conjoint (e.g. CBC), with an understanding of pricing, product and service optimisation
- Knowledge of general trade-off and range optimisation (e.g. max diff and TURF etc.) will be an advantage
- It is crucial that candidates have a strong affinity with numbers, and an ability to simplify complicated solutions and be able to explain them in layman's terms

### Software

- Should be a strong user of SPSS and MS Excel
- Advantageous to have knowledge and experience of R, Python or SQL
- If you are a strong R user, but not SPSS, please still get in touch

## Experience / Information

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

Candidates will ideally have a minimum of 5 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.

**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)