



## **Analyst – CPG/Retail**

Mumbai Area, India

### **Job Description**

Fractal Analytics is a high-growth analytic consulting firm seeking an analyst who is a passionate for analytics. The incumbent will engage with client teams to understand, define and develop data-driven solutions to meet the needs of clients in consumer packaged goods and retail industries.

### **Responsibilities**

- Interface with clients to understand client needs for the project
- Structure business problems and work with client team to design solutions that meet client needs
- Articulate and document project requirements and client meetings
- Extract and format data, mine to answer specific business questions
- Use statistical tools to identify and evaluate the relationships between data fields and outcomes
- Investigate, define and resolve data and result inconsistencies
- Communicate project results in the client's business context
- Add value and enhance current best approaches to improve quality and increase productivity
- Seek client feedback after each delivery and learn and apply insights on subsequent projects

### **Desired Skills & Experience**

- Excellent written and verbal communication
- Client results and response focus
- Strength in multi-tasking
- Experience with Microsoft Word, Excel, PowerPoint applications
- Knowledge and experience in tools such as SAS/SPSS/R/ironPython and Spotfire/Business Objects would be preferred
- Knowledge of VBA preferred
- Experience in the analytics industry, preferably in marketing analytics

**Education:** BE/ B.Tech (any discipline) or MBA (Marketing, General Management) or MS in Statistics/Economics

**About Fractal Analytics**

Fractal Analytics is a leading provider of advanced analytics services and helps companies across the globe enhance profitability with the help of scientific decision making. Fractal has deployed analytics to drive significant value for many Fortune 1000 companies in the areas of customer acquisition, retention, value enhancement, risk management and marketing optimization. Fractal caters to companies in CPG, financial services, insurance, and retail industries. Fractal currently has a global presence with offices in San Mateo, New Jersey, London, Singapore, Mumbai and Gurgaon. For further information, please visit [www.fractalanalytics.com](http://www.fractalanalytics.com)

**How to Apply**

Please send your resume or CV with a cover letter to [careers@fractalanalytics.com](mailto:careers@fractalanalytics.com) for consideration. Please include the position you are applying to in the subject line.