



## JOB DESCRIPTION

### Market/ Data Analyst

---

**Basic Purpose of Position:** Leverage the 80 Billion data elements collected by nSight to help forecast trends before they occur. Provide industry and regional trends for marketing and work directly with Client Engagement team to provide analytical enrichment for major clients.

---

#### 1. Primary or Major Responsibilities

- Create and deliver regular reporting on market and strategic segment trends
- Ability to brainstorm creative and constructive tests to maximize and leverage all of the nSight data
- Extensive experience in Business Analysis
- Create reporting and build metrics to drive revenue and support marketing efforts
- Drive revenue generating measurement and analytics products built on top of the platform data
- Work with large datasets and must be comfortable taking the lead on data management, quality control, and ad hoc reporting
- Develop global benchmark reporting for regional and global use.
- Provide analytical enrichment to major accounts through quarterly business reviews

#### 2. Minimum Requirements:

- 3+ years in a combination of travel industry analytics and working with big data.
- Experience in SQL and Tableau
- Detail oriented with a bias toward action (project management experience preferred)
- Demonstrated ability in ensure achievement of client objectives and company financial objectives through understanding of client objectives and influencing and directing internal teams
- Experience managing growth to scale as operations ramp to support global operations
- Ability to think both strategically and tactically, with excellent analytical, problems solving and troubleshooting skills – ability to define problems, collect data, establish facts and draw conclusions
- Strong overall business and people skills, including planning, presentation skills and business acumen
- Proven leadership skills with ability to work with executive level teams
- Excellent communication skills with the ability to effectively interface with all levels and departments on a formal, informal, written and verbal basis
- Self motivated, goal oriented, and able to work in a fast-paced entrepreneurial team environment
- Computer proficiency in Excel, MS Word, PowerPoint, Salesforce.com, etc.
- College degree required, Masters preferred

#### 3. Safety:

- Ensure that all assignments are performed in compliance with all applicable Federal, State, Provincial and Company safety and health regulations, and where applicable, proper personal protective equipment is utilized.