

Job Title: Data Analyst

If you want a unique opportunity to expand your skill set and expertise and be part of an exclusive team of smart colleagues, then please keep reading.

The team at M Squared is hoping you are interested in joining us as our next **Data Analyst**. The opportunity at M Squared is like no other. No two days will be the same. You will have the opportunity to work in a fast paced, ever changing environment and be given an opportunity to learn something new every day. Our **Data Analysts** wear many hats while data mining - from working with complex data sets to running queries and producing reports that lead to insights in marketing data that will help our clients grow their businesses.

The **Data Analyst** position is responsible for understanding, combining, extracting, transforming and producing data to harvest marketing insights and key performance metrics for our clients. As a Data Analyst you will get the chance to work on projects from start to finish in a collaborative environment with mentoring and learning opportunities along the way.

More specifics on the Job Description:

- Retrieval, cleansing and analysis of large amounts of data from multiple source systems to understand client-specific business problems
- Manipulation and transformation of complex data sets
- In depth understanding of the interrelationships of data
- Discovering and extracting new data outside of the existing analytics server environment to enhance the ultimate output for our clients
- Use data mining techniques to convert data through ad hoc queries and provide customized reports based on client needs
- Code review, optimization and data validation
- Thorough documentation of work completed and share knowledge learned in a team environment

Requirements:

- 2 to 5 years experience in an analytical role using various data mining techniques
- Experience with using data mining tools including SQL queries and/or SAS
- Experience or exposure to business intelligence, analysis and reporting
- Excellent written and verbal communications skills
- Ability to manage to deadlines and deliver on commitments
- Ability to juggle multiple clients and projects on a daily basis
- Interpersonal skills: ability to be client-facing and eventually facilitate conversations with clients
- Openness to learning new skills and software as necessary
- High level of proficiency in MS Office Suite (esp. Access & Excel)
- Bachelor's degree in math, computer science, applied economics, engineering, statistics, or other quantitative field

Desired:

- Experience with MS SQL Server
- Experience building databases
- Experience developing reports in business intelligence environments
- Experience supporting Marketing and Sales end users
- Experience with Statistics Suite – SPSS or SAS preferred
- Experience in using statistical techniques with applications to Marketing
- Understanding of how analytics can apply to Marketing
- Consulting experience a plus

M Squared Group combines the best in data mining, analysis, campaign execution and change management with top-notch marketing savvy to deliver quick-hitting and effective marketing programs. Our solutions to client problems begin with analysis of key customer behaviors and result in actionable marketing recommendations with meaningful financial benefits. In addition, we support our clients in executing recommendations and overcoming the challenges that come with implementing new processes.

Based in Eden Prairie, Minnesota, our office is a fun, flexible, collaborative environment where independence is encouraged, but support is also close at hand. We value our people, their careers, and their work life balance.