Senior Analytics Manager

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Company: Colgate-Palmolive

Location: Istanbul

Category: other-general

No Relocation Assistance Offered

158385 - Istanbul, Turkey, Turkey

Job Summary:

The Analytics Lead, AED will play a critical role in leading Analytics initiatives and the transformation of Analytics. Will bring a multidisciplinary approach to this vital role, including seasoned business acumen; story telling, an in-depth knowledge of price and promo analytics statistical approaches; marketing mix model, assortment optimization, Nielsen data understanding, HHP KPIs understanding.

The ability to derive data-driven insights and communicate them in a simple and compelling manner leveraging visualization solutions that spur action.

This position requires someone highly skilled in operating within a matrix, able to bring together and align cross-functional internal and external partners and agencies as well as the Division Analytics & Insights teams at CP.

Key Responsibilities:

• Lead the team of BI, RGM and MMM data scientist on a day to day basis to guide them to execute project successfully

• Connect with Commercial teams to understand the business requirements and design the solution according to that

• Identify opportunities or gaps across commercial KPI's and conduct deep dive

analysis

• Act as a business translator to present key findings to the commercial teams (marketing, CD) from advanced analytics studies

• Deploy the learning of price analysis to guide strategy for SPIs, promo prices and support RGM initiatives and workshops

• Utilize learnings from MMM to optimize media budget

• Connect the dots across data sources such as Nielsen, Household Panel, Elasticity, MMM, P&L

Require Qualifications:

• A Bachelor Degree in Business administration, Marketing, Economics, or Statistics. Post Graduate Qualification would be advantageous.

• At least 10 years of experience in Analytics role and in a leading role; preferably with a Multinational FMCG company

• Fluent in Turkish & English

• Deep understanding of key analytics statistical methodologies and approaches and a clear understanding of the capabilities and limitations of various techniques and where and how to leverage them for Pricing & MMM analytics

• Proven experience developing and implementing Elasticity and MMM into commercial process

• Strong knowledge of multiple consumer data, advanced analytic methods and modeling techniques, intelligence and visualization tools

• Agility with undefined objectives and responsibilities, ability to devise an effective solution in unstructured situations

• Good understanding of the CPG industry and retail environment.

• Previous experience in CPG Analytics positions is a plus

Disclaimer - Interested candidates are requested to upload their resumes drafted in English language only.

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