Data Analyst

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Data Analyst (Instaclick)

Reporting to the Statistics Manager, this role is responsible for the generation of regular reports on web site performance, consolidating information from various sources such as web analytics software and back-end databases. The Data Analyst will also provide interpretive analysis of the data - identifying changes in KPIs, investigating the cause of changes, and explaining their impact to the business.

- Prepare on a monthly schedule a suite of reports on core business metrics, and author accompanying analysis and Executive Summaries.
- Assist in administering the Webtrends reporting environment, and regularly check reports for changes in traffic patterns.
- Quickly design new, “one-off” reports to respond to specific inquiries from the business.
- Audit financial data from credit card payment processors to ensure it aligns with internal transaction databases.
- Perform other data integrity audits as needed.
- Design visualizations (including charts and graphs) to best represent data for Executive consumption.

- Expert-level skills in Microsoft Excel.
- Strong understanding of web technologies including familiarity with all major internet browsers.
- Familiarity with web analytics packages considered an asset (preferably Webtrends).
- Familiarity with database and SQL considered an asset (MySQL preferred).

- Strong understanding of statistical math and analysis methods.
- Knowledge of statistical process control considered an asset.
- Excellent written communication skills.

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