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## Customer Analytics Manager – Del Mar, CA

### Company Description

Certona Corporation is the creator of Resonance®, a real-time personalization and revenue optimization platform for multi-channel retailers. Resonance automates a company's ability to provide relevant, individualized experience and product recommendations in real-time, increasing average order value and revenue per visit. With seven patents pending, the "self-optimizing" system is powered by sophisticated neural networks and a portfolio of algorithms to deliver real-time product, content, and promotional offers through multiple channels – web, email, call center, point-of-sale, and mobile. Clients are typically up and running in less than a month, and include some of the most recognized online and multi-channel retail brands across all popular verticals. For more information, visit [www.certona.com](http://www.certona.com).

### Position Description

This candidate will assist in all aspects of data extract, analysis and reporting including performance measurement, visitor behavior and trend analysis to drive client insights, identification of optimal performance improvement opportunities, and ad hoc analysis and reporting to support key initiatives within the organization and client's organizations. This candidate must be comfortable working in a fast-paced entrepreneurial environment with a great group of people. Client interactions are a must.

### Key Responsibilities:

- Design the process for transforming large data sets and systems into key reporting templates for internal and client use
- Work closely with Data Management, and Engineering teams to assist / advise on development of logical and physical data models
- Extract and analyze data from internal databases based on client requests and present findings to organization and possibly client
- Work with Analytics colleagues to mine internal data sources for unprecedented insights.
- Work with Clients to gain understanding of business objectives and determine types of data required to create business intelligence requested.
- Generate ad hoc analysis and reports on a regular basis
- Generate and communicate documentation and reports for client education and marketing initiatives
- Become the group's internal data warehouse expert. Translate business questions into precise queries. Question and validate data.

### Required Qualifications:

- 4-6 years experience in data analysis, pattern identification, trend analysis with various forms of data
- Some client-facing experience
- Facility with SQL
- Completion of an undergraduate course in statistics or probability
- An interest in business intelligence
- An interest in e-commerce
- Excellent communication skills especially with external clients

### Preferred Qualifications

- Data mining experience
- Deep experience with SQL
- Experience with scripting languages such as perl or python
- E-commerce experience
- Experience writing and using regular expressions
- Deep experience with object oriented programming

Please send your resume and cover letter to [careers@certona.com](mailto:careers@certona.com).