



**About Cartesian:** We are Cartesian, a 12-year-old analytics firm. During this time, we've helped some of the largest brands across the globe unlock unprecedented value from their data.

We have now forayed into the SaaS world with our first product SOLUS.

SOLUS is a System of Intelligence that powers the micro decisions that a brand needs to make to communicate to its customers in a relevant manner. These micro decisions include product recommendations, reasons to talk, words to use, and timing and channel selection at an individual customer level. SOLUS comes pre-built with all the intelligence and expertise to enable this for brands within 4-6 weeks.

SOLUS was recently inducted into the 2021 cohort of the NASSCOM Deeptech Club.

As a company we are obsessed about our people, our processes, our clients, and our commitment to their growth. We expect every single one of our people to display the greatest sense of ownership and pride in the work they do.

We're proud of what we've achieved, and our ambitions are far larger. What's important for us is not just where we get to, but HOW we get there. Of course, we don't have all the answers, but our joy comes from the exploration, and that's the kind of team we are.

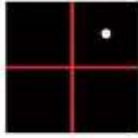
**Role:** Analyst/Senior Analyst

**Role Purpose:**

To be an independent Analyst who works on multiple designated client accounts and applies Analytics for better business decision making especially in the area of Marketing Analytics.

**Key Responsibilities:**

- Understand Client brief and translate into tasks and analysis steps. Deliver insights and results back to the Client independently
- Client Data handling, generally high size of data. Loading, analysing the data and generating analytical outputs as per the requirements
- Provide business analytics (statistical analysis a part of the output) to the client as a part of decision making
- Develop insights to help marketing teams in business decisions
- Provide data & information required by key client stakeholders in the Marketing / Retail / Brand teams for effective forward planning, campaign management and customer strategy
- Deliver projects, assignments and client requests in time and with high accuracy
- To develop & manage performance reports for brand & business performance on an ongoing basis.



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**Desired Behaviour:**

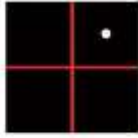
- Customer Focus – Dedicated to meeting the expectations of internal and external clients.
- Problem Solving - Uses logic and methods to solve difficult problems with effective solutions. Probes all fruitful sources for answers. Is excellent at honest analysis. Looks beyond the obvious and doesn't stop at the first answers
- Agility and Quick Learner - Learns quickly when facing new problems. A relentless and versatile learner
- Drive for results–Able to set priorities, pursue tasks tenaciously & with a need to finish. Able to overcome setbacks which may occur along the way

**Required Mandatory Skills:**

- Comprehensive knowledge of basic and advanced (qualitative & quantitative) tools and applications preferred
- Fundamental marketing skill - Must have experience in using Statistical techniques like Clustering/Segmentation, Regression, CHAID, ANOVA etc
- Knowledge of advanced MSExcel
- Proficiency in SQL and at least basic Python

**Other Skill Sets (good to have):**

- Demonstrate capability to provide meaningful and actionable insights for Marketers
- Good understanding and working experience with multiple data sources (Transaction data, Customer Profile Data)



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- Strong written communications - Is able to write clearly and succinctly in a variety of communication settings and styles. Can get messages across that have the desired effect
- High level of comfort with receiving, loading, cleansing, enriching & enhancing transactional data sources
- Good understanding of the business environment in India (Retail, BFSI, Travel, Entertainment) is preferable
- Good understanding of the media landscape (Direct Mail, Email, SMS etc.) will also be beneficial

**Education and Experience:**

- Graduation in BE / BTech
- Experience of 1 - 2 years - Analyst
- Experience of 18 months – 3 years in Analytics - Sr. Analyst