

## Customer Analysts

*Exceptional opportunity for high calibre Customer Analysts*

Salary up to £40,000 + competitive benefits

Central London Location

The Customer Insight Unit (CIU) of Marks & Spencer's Marketing Department is responsible for providing vital market and customer insight to the business, ensuring the customer remains central to decisions taken. The success of the insight is accomplished by combining rigorous analysis and research into both market dynamics and customers' needs and wants.

A number of opportunities have arisen for experienced customer analysts within the CIU. The posts will provide the Marketing department with a robust understanding of their customers, how Marketing campaigns change customer behaviour and evaluate the sales benefit of running these campaigns, plus providing the CIU with the knowledge base and analytical systems to support leading edge insight creation.

For these posts you will need to offer the following:

- Degree with Maths or Statistics content
- Considerable experience of SAS - data manipulation, Macros, tabular output
- Relevant experience utilising skills in Retail (preferred)
- Strong experience of data mining large databases
- Need to demonstrate ability in the use of Customer / transactional level data to identify customer patterns , behaviour to determine the success of key business strategies
- Experience/understanding of statistical techniques e.g. Regression, Multivariate and Cluster analysis, Time Series analysis, data mining. With the ability to apply correct methodologies to relevant business problems
- Able to demonstrate innovation in approach and application
- A self starter with strong 'can do' type motivation, naturally inquisitive and resilient to blind alleys.
- Strong communicator, ability to listen, absorb and develop own and others arguments to a point of clarity for action. Strong team player and communicator with a drive to share knowledge.
- Ability to turn complex analysis in to 'easily explained Customer Insight' that they can confidently communicate into the business

In return for such attributes, you can expect a highly stimulating brief in a team which enjoys genuine 'buy-in' from top level management and provides an environment enabling you to develop a leading edge skills portfolio. A competitive salary is backed by excellent benefits.

If you are interested in this opportunity, please send your CV & Covering letter to [recruit@marks-and-spencer.com](mailto:recruit@marks-and-spencer.com) Closing date for applications is Friday 25th March 2011.