



JOB REF NO. CITI-10

JOB TITLE: DIGITAL ANALYST, DATA & ANALYTICS

JOB DESCRIPTION

The Business Analytics Sr Analyst is a seasoned professional role. Applies in-depth disciplinary knowledge, contributing to the development of new techniques and the improvement of processes and work-flow for the area or function. Integrates subject matter and industry expertise within a defined area. Requires in-depth understanding of how areas collectively integrate within the sub-function as well as coordinate and contribute to the objectives of the function and overall business. Evaluates moderately complex and variable issues with substantial potential impact, where development of an approach/taking of an action involves weighing various alternatives and balancing potentially conflicting situations using multiple sources of information. Requires good analytical skills in order to filter, prioritize and validate potentially complex and dynamic material from multiple sources. Excellent communication and diplomacy skills are required. Regularly assumes informal/formal leadership role within teams. Involved in coaching and training of new recruits. Significant impact in terms of project size, geography, etc. by influencing decisions through advice, counsel and/or facilitating services to others in area of specialization. Work and performance of all teams in the area are directly affected by the performance of the individual.

RESPONSIBILITIES:

- Gathers operational data from various cross functional stakeholders to examine past business performance
- Identifies data patterns & trends, and provides insights to enhance business decision making capability in business planning, process improvement, solution assessment etc.
- Recommends actions for future developments & strategic business opportunities, as well as enhancements to operational policies
- May be involved in exploratory data analysis, confirmatory data analysis and/or qualitative analysis
- Translate data into consumer or customer behavioral insights to drive targeting and segmentation strategies, and communicate clearly and effectively to business partners and senior leaders all findings
- Continuously improve processes and strategies by exploring and evaluating new data sources, tools, and capabilities
- Work closely with internal and external business partners in building, implementing, tracking and improving decision strategies
- Appropriately assess risk when business decisions are made, demonstrating particular consideration for the firm's reputation and safeguarding Citigroup, its clients and assets, by driving compliance with applicable laws, rules and regulations, adhering to Policy, applying sound ethical judgment regarding personal behavior, conduct and business practices, and escalating, managing and reporting control issues with transparency.
- Experience in digital asset management systems such as Adobe Experience Manager, Adobe Analytics, Google Analytics to generate insights
- Proficient in building data visualizations using web traffic monitoring dashboards or visualization software like Tableau.

EDUCATION & QUALIFICATIONS:

- Bachelors/University degree or equivalent experience
- 5-8 years of experience
- This position requires excellent analytical and business strategy skills
- Digital Analytics experience is a must
- Effective communication skills
- Ability to present to business partners and/or leaders to gain approvals
- Project and process management skills
- Excellent written and verbal communications skills
- Experience with a prior focus in financial services analytics
- Solid organizational skills and ability to manage multiple projects at one time

- Self-starter who also has a demonstrated ability to work successfully in team environment and drive

This job description provides a high-level review of the types of work performed. Other job-related duties may be assigned as required

Citi is an equal opportunity and affirmative action employer.

Qualified applicants will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.