SUMMARY:
The Business Analyst will work within the business analytics team to provide insights in support of strategic initiatives and decision making across the organization. The Business Analyst will drive a strategic and analytical approach to our business as well as be responsible for conducting primary and secondary research. The ideal candidate will be able to demonstrate analytical skills, business and marketing acumen, and the ability to present findings to management.

Responsibilities:

- Conduct analysis and create business plans to support key strategic organizational decision making
- Identify key insights from large data sets and create interactive dashboards displaying those key insights
- Work with data related to ticket sales, sponsorship, concessions, merchandise and more
- Design and maintain standard reports and predictive models, and create detailed analysis to evaluate the success of initiatives and help identify areas of improvement
- Manage market segmentation, targeting, and positioning exercises as needed
- Use proactive tactics to create opportunities to expand data usage throughout organization
- Design research projects to answer specific business questions
- Conduct market research to understand brand perceptions and customer need
- Meet with executives, department heads, managers, supervisors, vendors, and others to assess, capture, and implement solutions for business reporting and/or data needs

Job Requirements:

- Bachelor’s degree in Economics, Statistics, Mathematics or related field with record of strong academic achievement or extensive and directly related analytics experience
- Previous experience performing research/analysis
- Excellent analytical skills – must be able to independently work with large amounts of data and drill down to relevant information for analysis
- Demonstrated hypothesis-driven problem solving orientation with exceptional ability to create structured quantitative and qualitative analyses
- Strong project management, business writing, and reporting skills
- Demonstrated leader who is passionate about solving problems as both an individual and part of a team
- Ability to develop strong relationships and work with a diverse team
- Effective time-management, organizational and leadership skills

DEPARTMENT: Business Analytics / Finance
STATUS: Non-Exempt – Full time