



Senior Data Analyst

Montreal - Full-time - 744000087899725

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The **Senior Data Analyst** role will be focused on collecting, analyzing, and interpreting data to provide actionable insights and answer key business questions on acquisition, conversion, retention, and monetization to support the development of Direct to Player strategy and track the performance.

In addition, the Senior Data Analyst will create and maintain the data framework to provide easy and curated access to the Direct to Player data to the Analytics team and other cross functional teams, contributing on the team's efficiency optimization by improving existing methodologies and driving good data governance. The Senior Data Analyst will report directly to the Associate Director, Analytics and indirectly to the Direct to Player Business stakeholders.

WHAT YOU'LL DO

- Synthesize, transform, and analyze subscriber, buyer and player data from various sources to address key business questions around acquisition, conversion, retention and monetization, impacting the performance tracking and the strategy of the Direct to Player Business.
- Collaborate closely with the Finance team to analyze key business trends and assess financial performance. Leverage data-driven insights to identify opportunities, extract actionable findings, and deliver strategic recommendations to business stakeholders based on projected financial outcomes.
- Assist with forecasting by analyzing key trends within the business, and work with Finance teams to update the forecast with the latest business performance.
- Research new methods and drive improvements to the current data framework to increase team efficiency focused on high value deliverables.
- Document SQL queries, processes, methodologies, and findings to ensure knowledge sharing and maintain data integrity.

- Proactively support the Direct to Player Business team in their mission to identify core performance drivers, including the definition and tracking of relevant KPIs.
- Effectively communicate insights to both technical and non-technical audiences and translate recommendations into effective action plans.
- Perform data management to enable good data governance and accurate reporting; diagnose data issues closely collaborating with other data teams across the company.
- Create dashboards, reports, and presentations to communicate findings to stakeholders contributing to the data-driven storytelling.
- Play an active role in the successful migration to Power BI.

WHAT YOU'LL BRING

- 3+ Years of related experience, preferably in an analytical role.
- Advanced SQL querying and data mining (Snowflake, Teradata, Hive, etc.).
- Demonstrated experience with Business Intelligence visualization tools, including Power BI (primary), Tableau, Looker, etc.
- Demonstrated experience with Web Analytics tools, including Adobe Analytics (primary), Google Analytics, etc.
- Advanced Excel knowledge (Pivot Table, VBA and scripted external data connection knowledge or stronger).
- Demonstrated ability to use data to influence decision making and deliver insights.
- Technically savvy, quick learner and curious.
- Ability to communicate effectively with both technical and business interests simultaneously and comfortable presenting to different audiences.
- Bachelor degree in a technical or quantitative discipline (Data Science, Mathematics, Statistics, Computer Science, Engineering)
- Collaborative mindset and demonstrated communication skills with multiple teams.
- Organized and comfortable building technical documentation.
- Experience with Databricks is a plus.
- Knowledge of Python and/or R is considered a plus.
- Passion for Video Games Industry is a plus.

Ubisoft's 19,000 team members, working across more than 30 countries around the world, are bound by a common mission: enrich players' lives with original and memorable gaming experiences.

Their commitment and talent have brought to life many acclaimed franchises such as Assassin's Creed, Far Cry, Watch Dogs, Just Dance, Rainbow Six, and many more to come.

Ubisoft is an equal opportunity employer that believes diverse backgrounds and perspectives are key to creating worlds where both players and teams can thrive and express themselves.

When you join Ubi MTL, you discover a workplace that sparks inspiration and connection. We offer a collaborative space that provides career advancement, a host of learning opportunities, and meaningful benefits centred on well-being.

If you are excited about solving game-changing challenges, harnessing cutting-edge technologies, and pushing the boundaries of entertainment, we invite you to join us on our journey and help us create the unknown.

At Ubisoft, you can come as you are. We embrace diversity in all its forms. We're committed to fostering a work environment that is inclusive and respectful of all differences.