



Marketing Data Analytics Assistant

Montreal - Full-time - 744000140702221

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This position will be responsible for gathering, structuring, and analyzing data to derive compelling and actionable insights that drive the optimization of our marketing initiatives. This includes the design and management of data collection and analytics solutions (e.g., data dashboards, presentations), and the analysis of the performance of marketing initiatives and their effect on engagement, conversion, and retention.

What you'll do

- Translate business questions and challenges from stakeholders into Analytics projects.
- Convey findings on campaign performance and drive optimization decisions with stakeholders.
- Provide data analysis, statistical modeling and reporting to identify trends and opportunities across channels, audience segments, and player segments.
- Perform exploratory data analysis across a variety of different data sources.
- Create and distribute data and insights via analytics tools (SQL, PowerBI, Excel, PowerPoint).

What you'll bring

- Ability to analyze raw data, draw conclusions, and develop actionable recommendations.
- Ability to present qualitative and quantitative research data in a clear and compelling manner.
- Excellent organizational and communication skills.
- Experience using SQL to extract and transform data from relational databases.
- Experience with Python for statistical analysis.
- Knowledge of PowerBI or other data visualization tools.

Nice to have

- Experience with Databricks
- Gaming experience and industry knowledge