

Global Insights Data Analyst

4.1 ★The Clorox Company– Oakland, CA

\$66K-\$101K (Glassdoor est.)

Top CompanyThe Clorox Company is officially a 2019 Glassdoor Best Place to Work

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The Global Insights Data Analyst is responsible for driving business results and influencing key decisions through an analytics-based perspective in the areas of Marketing Measurement & Planning and Business Intelligence.

Key Responsibilities:

- Collect, integrate, and analyze data from various sources in support of advanced analytics to derive business implications and develop recommendations to Marketing, Sales, and BU teams, in key Analytic Insights capability areas including:
 - Marketing Mix Modeling
 - Test & Control (ANCOVA)
 - Digital Media Analytics
 - Spend Optimization
 - Predictive Modeling with Sales and Consumer Data
 - Price & Promotions Modeling & Simulation
 - Business Intelligence
- Build, maintain & improve the data integrity and functionality of various databases & applications used by the analytics group.
- Create dashboards and automated reports on Digital Marketing and Consumer Data to extract and communicate insights and recommendations for Marketing Communication and Brand teams
- Contribute to the building of knowledge and technical skills among all Analytic Insights members as it pertains to Data Management and Visualization.

Minimum Qualifications

Years and Type of Experience:

- 2+ years' business experience with Bachelors; 0+ with Masters Skills and Abilities
- Expertise using Excel and data visualization tools such as Tableau, and knowledge of ETL processes

- Knowledge of using any statistical and data tools (SAS, R, Python, Stata, SPSS, S-Plus, Minitab, JMP, SQL)
- Analytical thinker and critical problem solver with business acumen and the ability to connect data to business drivers
- Effective and persuasive communicator with the ability to influence business partners
- Relationship building and collaboration skills
- Project management skills and results-driven
- Planning & organization skills with ability to multi-task and work on multiple projects simultaneously with emphasis on agility
- Education Level/Degree: Bachelors or Masters in Marketing Analytics, Marketing Research, Business Administration, Economics, Econometrics, Statistics, Data Science, or related applied quantitative field

More About Marketing:

We build brands consumers love. From brand management to global insights to marketing communications, we focus on building lasting consumer and customer relationships that grow our brands. Join our team for opportunities to help establish best practices, use consumer insights to develop and implement marketing plans, create and evaluate business-building projects, and drive new product development opportunities.

More about Clorox

The Clorox Company (NYSE: CLX) is a leading multinational manufacturer and marketer of consumer and professional products with 8,700 employees worldwide and fiscal year 2018 sales of \$6.1 billion. In addition to our namesake bleach and cleaning products, we market some of the most trusted and recognized consumer brand names, including:

- Brita® water-filtration products
- Burt's Bees® natural personal care products
- Fresh Step® cat litter
- Glad® bags, wraps and containers
- Hidden Valley® dressings and sauces
- Kingsford® charcoal
- Liquid Plumr® clog removers
- Pine-Sol® cleaners
- RenewLife® digestive health products
- Rainbow Light®, Natural Vitality®, Neocell® and Stop Aging Now® dietary supplements
- Professional services: Clorox Healthcare® and Clorox Commercial Solutions®

More than 80% of our sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Making a positive impact

Clorox is a signatory of the United Nations Global Compact, a community of global leaders committed to sustainability. We've been broadly recognized for our corporate responsibility efforts, most notably being named to the Drucker Institute's 2017 Management Top 250 list, The Just 100: America's Top Corporate Citizens list, CR Magazine's 2018 Best Corporate Citizens list and the first sector-neutral Bloomberg Gender Equality Index in 2018.

We also support our communities, and, in FY2018, contributed approx. \$20 million in combined cash grants, product donations and cause marketing.

The Clorox Company and its subsidiaries is an EEO/AA/Protected Veteran/Disabled/LGBT employer.

Equal Opportunity Employer Minorities/Women/Protected Veterans/Disabled