Business Strategy Analyst

About Mediaqart:

At Mediaqart, we are changing the way people look at digital advertising for their businesses. With a vision to democratise digital advertising space, our online platform lets anyone run, track, manage digital advertising campaigns, organic or paid across social networks like Facebook, Instagram & Google from a single place in just a few clicks – effortlessly.

Mediaqart is a futuristic, fast-paced Ad-Tech company, well-funded startup promoted by well-known advertising professionals with global expansion plans in the coming years. We are looking to grow exponentially to a 1000-member team of boundary-less operating beings. We welcome people from diverse backgrounds who seek the opportunity to change the world by leveraging their skills. If you have the drive, curiosity and collaborative spirit, join us and let’s change the way people look at digital advertising.

About the Role

As Mediaqart grows at a rapid pace, it’s an exciting time to join the team and be a part of the Mediaqart story. As a Business Strategy Analyst, you will work closely with the CEO along with collaborating with the cross-functional teams of business managers, operations and project managers, while having an extremely high level of customer-focus and a passion for data. The ideal candidate must be willing to work with a Startup in challenging environments with a passion to deliver a good product.

About you and what you’ll do

- Work directly with the CEO to create analytical reports & dashboards that will ultimately be a key driver for performance.
- Leverage data to drive operational efficiencies, provide key data-driven insights, enable new opportunities and innovate.
- Generating actionable insights through the development of metrics, dashboards and deep dive analysis.
Providing insights to the Product-Management & Development Team as new initiatives are being identified, prioritized, implemented and deployed.

Serving as a business metrics expert and insight-provider in the organization.

Manage and execute entire components of projects from start to finish including data gathering and manipulation, synthesis and modeling, problem solving, and communication of insights and recommendations.

Coordinate with the HR for taking up projects related to People-Analytics

Overall responsibility for the data integrity and assurance that the data is correct and current.

Systematically escalate problems or variance in the information and data to the relevant owners and teams and follow through on the resolutions to ensure they are delivered.

Build decision-reports while deriving strategic insights from the financial-reports and P&Ls. Thus, facilitating the management to make effective & data-driven decisions.

What You Need:

- MBA in Business Management, Data Analytics, Data-Science, Business Statistics etc or in any other quantitative field
- 3-5 years of experience as Business Analyst.
- Expert level communication with both technical and non-technical personnel, both oral and written
- Ability to clearly and concisely gather, interpret, analyses and document Business Process, User and Data Functional requirements in a structured way
- Knowledge and experience in SCRUM methodology
- Understanding of any of the data-analysis tools (e.g., Advanced-Excel) along with hands-on experience with Business-Statistics is a must have.
- Knowledge on using team collaboration tools (e.g, G-suite, SharePoint etc.)
- Working Knowledge of any of the Data-Science/Performance-Analytics languages (R, Python, SAS etc) is a plus.
- Experience with business intelligence and data visualization systems a plus (Tableau, Power BI)
- Must possess a willingness and aptitude to embrace new technologies/ideas and master concepts rapidly.
- Data driven and analytical by nature with demonstrable passion for data and analytics
- Intellectual curiosity, passion for technology and keeping up with new trends
Why Join Mediaqart?

- Desire for excellence: We are on a fast-paced journey to revolutionize the multi-billion dollar Digital Advertising space and this warrants short hierarchies, quick decision making, and implementation with an execution-oriented approach.

- Learning: You will have the advantage to not only baste in the knowledge of industry experts but also have the opportunity to take ownership of the projects that you take up from conception to completion.

- People & Culture: We are a highly ambitious team whose hunger for achievement is never satiated. This drives the essential personality of our people to be goal-oriented with a bias towards action and a distinctly inclusive culture to feel awesome about.

- Flexible Workplace: Whilst we remain casual in our attire, we choose to engage in our internal interactions & external communications with a certain degree of formality giving you the chance to be part of the best of two worlds.