

# HelloTech | Data Analyst

Based in Los Angeles, HelloTech provides professional and affordable on-demand tech support via a network of fully vetted independent technicians throughout the US. HelloTech providers deliver a wide range of services, focusing on computer support and repair, home networks, smart home devices and televisions. We are at the intersection of several powerful trends including the “gig” economy, smart homes, and in-home aging.

We are seeking a talented Data Analyst to create, review, and translate data, and provide insights to support critical business decisions. The ideal candidate is passionate about understanding consumer behavior and demonstrates an ability to transfer findings into meaningful, prosperous, long-term relationships.

As a Data Analyst at HelloTech, you will have exposure to top executives and team members across the organization. You will work to generate the data and analysis needed to help push the business forward on all fronts, based on insights derived from a deep understanding of our data and operations.

If you are a natural problem solver that loves data, thrives in a fast-paced and collaborative environment, and jumps at the opportunity to take on new challenges, we want to hear from you!

## **Responsibilities:**

- Complete analysis projects with business stakeholders to monitor the health of the business and help make data-driven, strategic, and operational decisions
- Develop strong working relationships with team members across departments, gathering requirements and understanding their key metrics and drivers
- Build and own business intelligence dashboards, visualizations and granular datasets that provide actionable insights to team members across all departments
- Develop a deep understanding of user behavior patterns and insights, and correlate engagement metrics with conversion rates, customer lifetime value, and financial performance
- Provide analytics to support product launch initiatives with A/B and multivariate testing
- Ad-hoc data analysis, deep dives, data visualizations, statistical modeling, analytical reports, and other presentations to aid senior management in decision making

## **Required Qualifications:**

- 3+ years of experience as a Product Analyst, Reporting Analyst, Business Intelligence Analyst or similar field
- Bachelor's degree in Business, Marketing, Statistics, Economics, Engineering or a related field

- 4+ years of experience with SQL including writing aggregate, complex queries, an understanding of common table expressions and when to use them and an understanding of how to effectively work within normalized datasets
- Proficiency with business intelligence tools like Tableau, Looker or Mode
- Proficiency in web analytics tools including Google Analytics or Amplitude
- Experience with marketplace, e-commerce and/or subscription businesses, billing cycles, and payment instruments
- Understanding of online advertising, A/B testing, cohort analysis, conversion optimization, customer segmentation, etc
- Proven ability to clearly articulate data stories to business and technical audiences
- Passion for turning data into insights and helping others to unlock the power of their data
- Able and willing to take on challenges in extracting data
- Strong sales, analytical, and problem-solving skills
- Ability to adapt easily to changing situations and demonstrate flexibility in juggling priorities
- Highly motivated self-starter, analytical problem solver and creative thinker, with the ability to work independently and manage projects
- Excellent written and verbal communication skills