



Senior Statistical Analyst - QA

Company Background

I-Behavior Inc., a fast paced, growing database marketing services company with offices located in Harrison, NY and Louisville, CO has a great opportunity for a Senior Statistical Analyst - QA in our Harrison, NY office. I-Behavior was recently acquired by KBM Group and is now part of the [WPP Group](http://www.wppgroup.com). (www.i-behavior.com)

Position

The Sr. Statistical Analyst - QA (the "Analyst") is directly responsible but not limited to developing predictive models related to the co-op and other marketing databases. The analyst will develop and execute extensive quality assurance procedures, results database reports and documentation that pertain to the company's modeling process. Maintain results database with inputs from internal and external sources. Keep it up-to-date, accurate and serving analytical needs as well as sales efforts. Consult account managers and technical support in the development of new client version model documentations, fully automating and integrating it into the modeling process. Develop and update training materials that pertain to the company's analytical procedure and modeling process on an ongoing basis. Consult account managers and executives in the development of new modeling techniques and procedures, supporting client marketing promotions and targeting efforts. Develop various proprietary customer segmentation tools. Provide technical guidance to junior analysts, ensuring not only technical growth but adherence to standards and procedures. Maintain a set of clients and continuously support them on a tactical level. Develop proprietary customer segmentation tools using applied regression, CHAID, genetic algorithms, decision trees and clustering methods. Improve existing modeling techniques and develop new techniques and procedures to support client marketing promotions and targeting efforts.

Responsibilities

- Develop Regression/Genetic Algorithm based models to support the database marketing efforts of co-op members and clients.
- Provide analytical services to clients and I-Behavior staff on an ongoing basis.
- Participate in the development of protocols and systems for the processing of model development, scoring and deployment within the 'rules' of the co-op environment.
- Develop and execute quality assurance procedures related to all aspects of the duties pertaining to providing analytic services.
- Interact with Client Services and Programming staff, ensuring accuracy of modeling applications.

Requires:

- Masters in Applied Mathematics, Statistics or Econometrics preferred.
- Experience with modeling and data analysis with large amounts of data;
- Experience with SAS, designs of experiments, SPlus, SQL, SPSS, CHAID, Unix, and Linux.
- Excellent communication and presentation skills.
- Experience/knowledge with experimental test design for comparing campaign tests results and the ability to recommend sufficient universe sizes for testing purposes.

Employee Benefit Package

We offer a competitive compensation and benefits package.

To Apply

Please send resume with salary requirements to: resumes@i-behavior.com, reference **SSA112** in subject line (please no phone calls)