



Statistical Analyst

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 **Statistical Analyst** in our Harrison office. I-Behavior is now a KBM Group company and part of the [WPP organization](#). (www.i-behavior.com)

Position

The Statistical Analyst (the "Analyst") is directly responsible but not limited to developing predictive models related to the co-op and other marketing databases. The analyst should become familiar with the utilization of transaction data, in addition to household level and Census level data. The individual is required to assist with the coordination of the planning, development and execution of the modeling effort and be responsible for its documentation.

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:

- Some experience as a data analyst/modeler, preferably dealing with large amounts of transaction data.
- Masters in Applied Mathematics, Statistics or Econometrics preferred.
- Experience with SAS or comparable statistical software.
- 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, list job code **StatAnalyst112** in subject line. (please no phone calls)