

## INSIGHTS ANALYST 2



**Job Code**  
**400485**

**FLSA Status**  
**N**

### Summary

Responsible for providing day to day analytics and reporting support, as well as participating in the development of insights and recommendations for all types of consumer and shopper research in support of the Brand and Commerce Insights and Strategy (B&CIS) teams. Partners with internal teams to identify best approaches to provide analytics and reporting strategies and identify and execute efficiencies in the research and analytics processes.

### Essential Functions

This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

- Provides analytical and reporting support to various Gallo departments including: marketing/brand/commerce marketing/customer development, foundation research, advanced analytics, and research operations.
- Provides project management support for B&CIS market research projects assisting in research design, analytic plans, data interpretation and presentation/report writing.
- Participates in the generation of insights and business recommendations for various B&CIS market research projects and looks across multiple data sources to provide a more complete picture of consumer behavior.
- Uses descriptive analyses to assess channel, category, customer (off and on premise), brand performance and trends in across primary (e.g., VOICE) and secondary (e.g., IRI, Spectra, NABCA) data sources.
- Responsible for in-house marketing, commerce marketing and customer development effectiveness analysis and looks critically at data to highlight any discrepancies and formulate hypothesis to help explain findings. Shares results with the insights managers and translators.
- Prepares annual review of category, channel, customer and competitive performance (SOV, Switching, basket analysis, loyalty analysis, buyer value, churn rates, etc.).
- Partners with Advanced Analytics team to support and leverage enterprise wide media effectiveness

tools and learning.

- Periodically evaluates new and current methods for market research design, data collection and data visualization, and shares meaningful results with B&CIS team.
- Assists in the development and implementation of new research methodologies, where relevant.
- Identifies and executes efficiencies in market research analyses and/or reporting processes.

Identifies new ways of working and provides suggestions for new systems, approaches, processes, etc.

- Develops and maintains internal reporting processes and presentation documents.
- Maintains satisfactory attendance, to include timeliness.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory considerations. If accountable for the work of others, responsible for ensuring their understanding and compliance.

### Supervisory Responsibilities

- N/A

### Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Minimum Qualifications

- Bachelor's Degree plus 2 years of marketing research or data analysis experience reflecting increasing levels of responsibility; OR High school diploma or State-issued equivalency certificate plus 6 years of marketing research or data analysis experience reflecting increasing levels of responsibility.
- Excellent problem-solving, organizational and analytical skills.
- Computer skills requirements include: MS Outlook, MS Word, MS Excel, MS Project and MS PowerPoint.

#### Preferred Qualifications

- Master's Degree in Statistics, Market Research or Experimental Psychology plus 2 years of marketing research or data analysis experience reflecting increasing levels of responsibility; OR Bachelor's Degree in Statistics, Market Research or Experimental Psychology plus 4 years of marketing research or data analysis experience reflecting increasing levels of responsibility.
- Experience in the Alcohol Beverage industry or with a CPG company.
- Strong quantitative and qualitative skills with ability to drive complex, cross-functional projects with senior management and project members.
- Experience conducting market research for a consumer-driven organization.
- Skilled in the use of Statistical Analysis Software (SAS, SPSS).
- Experience with R or Python.
- Skilled in use of SQL.

- Experience with IRI, Nielsen, Shopper Loyalty Card data.
- Experience in developing dashboards using tools such as Tableau, MicroStrategy, etc.
- Skilled in applying mathematical operations to such tasks as frequency distribution, analysis of variance, correlation techniques, and factor analysis.
- Skilled in thinking strategically and translating into logical business applications.
- Strong facilitation and presentation skills.
- Experience simultaneously working on and completing multiple assignments in a timely manner.
- Strong oral and written communications skills.
- Experience working with a diverse group of personalities across multiple disciplines.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel, taste or smell, and talk or hear. The employee frequently is required to sit. The employee is occasionally required to stand, walk, and reach with hands and arms.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.