Retail Analytical Lead - Nest Business Analytics

April 2016

If Interested, send your resume and cover letter to Xavier Malina, **xmalina@nestlabs.com**

Nest is looking for a creative, motivated, and technically skilled candidate to help drive growth and efficiency in our Retail channel.

The Nest Business Analytics team supports decision making at Nest across Sales, Marketing, and Operations. The team strives to:

1. **Maintain a company-wide perspective**

2. **Communicate information, not data**

3. **Facilitate good business decisions**

4. **Build world class self-serve reporting and analysis tools**

The primary responsibility of this role will be to uncover powerful insights and drive decisions related to growth, attribution and compliance at Retail. This role will partner with stakeholders in Category Development, Channel Marketing, and Partner Management to understand business needs, formulate and complete end-to-end analyses (data mining, analysis, visualization), and build presentations (for internal and external consumption) to drive Nest's retail business.

Nest's culture is extremely data-hungry. Teams make decisions based on information, not gut. This position will work to satisfy these needs.

The Work:

STRATEGY: with Category Development, define go-to-market strategies by category and help to shape the overarching retail strategy for Nest each year.

PLANNING: with Heads of Channel Sales and Account Managers, support joint business planning. Analyses will include, but not be limited to: promotional lift attribution, competitive benchmarking, merchandising efficacy testing, and space and assortment analyses. These learnings will drive investment and expansion decisions, along with broader business outlook.

SELLING: shape data-driven, compelling, stories of how Nest's retail partners can grow their businesses. These insights will underpin discussions involving promotional opportunities, new products, end-of-life transitions, as well as in-store and online merchandising and marketing ideas. When opportunities present themselves, the Retail Analytical Lead will spend time on-site with retailers to mine data, collaborate on analyses, and drive change.

EXECUTION: ultimately, even the best laid plans will fail if we cannot execute. The Retail Analytical Lead will dig into the rich execution and compliance data available from partners and 3rd party sources to help us learn from both exceptional and poor execution.

LONG TERM INVESTMENT PRIORITIZATION: with head of business development for Nest, build compelling business cases for investment opportunities on a longer term (12-36 month) time horizon. The work will involve gathering inputs from multiple cross-functional stakeholders and synthesizing internal and external datasets to create compelling narratives and comparable metrics.

Minimum qualifications:

- Deep familiarity with productivity suites (Microsoft Office, Google Docs & Sheets), excellent Excel skills.
- Strong ability to manage data and integrate various data sources in conducting analyses.
- University degree or equivalent years of experience.
- Must be able to partner with various stakeholders to drive understanding of shared metrics.

Preferred qualifications:

- Exceptional problem-solver with strong critical thinking skills.
- Innate curiosity for business problems.
- Ridiculously good at problem-solving and communicating insights.
- Familiar with forecasting and developing turn-key models.
- Experience with Tableau or similar visualization tools.
- General familiarity with SQL.
- Use of Syndicated Data and Databases (e.g. ACNielsen, NPD).
- Understands Retailer operations and dynamics.
- Experience with solving Retailer Category problems through use of category levers or drivers, such as merchandising, assortment, pricing, promotions, and space.
- College coursework in Statistics.
- 2 years of experience in investment banking, management consulting, or a related field

nest

Retail Analytical Lead - Nest Business Analytics