

Mindshare Technologies has an immediate opening for a Customer Insights Expert. Mindshare provides real-time customer phone and web surveys with actionable reporting to help companies understand, monitor, and improve their customers' experiences. Mindshare is growing rapidly and provides a dynamic, action-oriented environment for energetic, passionate, and motivated self-starters.

In addition to providing real-time reporting for clients, we apply advanced statistical and analytical modeling for our clients as a vehicle for understanding and interpreting feedback. This analysis is a key input into the strategic planning of our customer-focused clients and provides valuable insights into customer perceptions and operational opportunities.

**JOB TITLE: Customer Insights Expert**

**JOB DESCRIPTION:**

We apply various statistical tools and methods including the use of SPSS and proprietary analytical and interpretive methods. For example, we apply univariate and multivariate statistical methods including:

- Correlation
- Regression (OLS, PLS, Logistic)
- Penalty / Reward Analysis
- Importance vs. Performance
- Cluster Analysis
- Decision Tree Analysis
- Factor Analysis (including Principal Components Analysis)
- Statistical Process Control Charts (SPC charts).

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Position requires intellectual curiosity, expertise with statistical models and tools, and the ability to translate analysis into real-world actionable information.
- Candidate should be interested in applying analytics to data to help companies understand their customers and employees and know what they can do to enhance customer loyalty and improve their businesses.
- Candidate must be able to communicate analysis results to business executives in a profession, clear and understandable manner.
- Must be comfortable presenting to senior executives and bridge the gap between academic analytics and useable business insights.

**EDUCATION AND/OR EXPERIENCE:**

- 5-10 years related experience and Masters or PhD level degree(s) in statistics or business analysis