**JOB TITLE : DATA ANALYST**

**ABOUT XAPADS MEDIA:**

Xapads Media, which started as a garage start-up in 2008, is now an Ad-Tech conglomerate, headquartered in India, with 9 offices in 6 countries, with a 200+ strong team, offering 360\* Digital Marketing Solutions to our esteemed clients in 20+ countries.

Xapads is a Technology First Advertisement Company, where we have built & perfected our Artificial Intelligence & Machine Learning engine Xerxes & Xaprio, over the years, using the power of Big Data & Predictive Algorithms, allowing us to run highly targeted Branding & Performance Campaigns, which not only meet but even exceed the KPI expectations of the client, bringing in premium customers, higher LTAV and best in class ROAS for esteemed brands.

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**JOB SUMMARY:**
We are looking for an energetic and street-smart individual to join our rapidly growing team. The ideal candidate should be extremely focused, goal-oriented, energetic and should possess knowledge about different ad platforms.

**ROLES RESPONSIBILITIES:**

* One will work with large amounts of data related to user behaviour via Internal Product feed. He/She will need to see through the data and analyze it to find conclusions.
* Collecting, analyzing, and developing KPI’s to identify key insights such as trends, potential risks, opportunities.
* Using modelling and analytics to understand how data impact campaign life-cycle. This may include assessing risks, determining fraud policies, or identifying inefficiencies in existing operations.
* Revenue Goal/Growth Attainment.
* Providing support to other teams with assessment and conclusions.
* Knowledge of statistics and experience using statistical packages for analysing datasets (Excel, R etc. ).

**JOB REQUIREMENTS:**

* Very Good Communication and Writing skills are required.
* Extensive knowledge of Microsoft Office (preferred on Microsoft excel).
* Fresher candidate with excellent communication & polished presentation skills.

**QUALIFICATIONS AND SKILLS:**

* Educational Qualification: Graduation/ Post graduation
* Minimum 90% and above maths marks in 10th and 12th grade.