Job Opening: Data Analyst

Company Overview

Deep Root is a media analytics firm that offers a Data Management Platform (DMP) that leverages the highest quality media consumption data to surface unique, actionable insights to marketers enabling them to effectively and efficiently target their audiences.

To do so, Deep Root uses proprietary data acquisition, blending and modeling methodologies. We match first-party target data to a blended set of large, linked, multi- sourced datasets to provide media analytics dashboards and tools, including custom ratings, optimized media buys, ad occurrence evaluation, earned media tracking, media mix modeling, and unduplicated reach analysis.

For more information, follow @DeepRootX and visit deeprootanalytics.com.

Job Overview:

Deep Root Analytics is looking for a Data Analyst to work in our data department. We are looking for someone with a technical background, capable of getting integrated quickly with the data team; areas of responsibility primarily cover data preparation, data quality checks and associated analytical tasks. The ideal candidate must be curious and hard-working, as we expect them to quickly take on complicated responsibilities for maintaining and optimizing our data pipelines, while also supporting our data science, client services and product teams.

Our data and technology stack are reflective of our company mission to bring a data-driven approach to television advertising. We work with multiple datasets that qualify as "big data" following the "Four V's" criteria: they are Varied in their layouts, they are large, Voluminous datasets, they have Velocity in that they are frequently updated, and they have Veracity in that they represent the observed behavior of television viewers, advertisers and content. As such, our technology stack relies heavily on cloud services, data pipelines and data science libraries.

Job Duties:

- Maintain and operate DRA's existing data blending and transformation processes.
- Integrate data from multiple data sets, analyze and interpret complex data sets and make findings relevant and actionable for internal staff.
- Experience in setting up, deploying, configuring, and monitoring multiple systems.

- Provide timely, accurate and reliable management reporting and analysis of data.
- Create innovative solutions to an extensive range of complex data analysis requests.
- Assist in the development of additional information system projects, as needed.
- Verify data quality to ensure accurate analysis and reporting.
- Manage information security requirements and monitor controls in areas of identity and access management, logging and monitoring, infrastructure security, data protection, and vulnerability analysis.

Basic Qualifications

- It is critically important that a successful applicant be a self-starter, have the ability to understand the underlying data, and, above all, have exceptional problem-solving skills.
- Experience working in a cloud environment (AWS preferred).
- Programming experience in an object-oriented programming language (Python preferred)
- Strong SQL development experience, preferably PostgreSQL. Need the ability to construct, debug and optimize advance SQL queries and demonstrate a thorough understanding of data models.
- Capable of multitasking and project management within short deadlines.
- Superior written and verbal communication skills.

Preferred Qualifications

- Experience with Alteryx and other ETL tools a plus.
- Experience with Tableau and other Business Intelligence tools.

Additional Information:

- Compensation will be determined based upon the applicant's education, skillset, and work experience.
- Deep Root Analytics values the professional development of its team members and routinely offers job-training opportunities.
- Deep Root Analytics rewards team members who successfully meet performance benchmarks with additional responsibilities and professional growth opportunities.

Application:

- Please email a resume, sample work product (preference for code), and three references to info@deeprootanalytics.com with the subject line: DATA ANALYST. Please be prepared to explain and walk through code samples.
- Applicants should be prepared to answer detailed technical questions and be willing and able to take a detailed SQL test administered by Deep Root's senior database engineers.