



**DATA ANALYST
DEEP ROOT ANALYTICS
ARLINGTON, VA**

Company Overview

Deep Root is an audience-powered analytics company that: identifies a client's ideal audiences, analyzes how the audiences consume media for optimal advertising, integrates the audiences into platforms for linear, addressable and digital ad delivery, and measures how the audiences are being impacted by paid and earned media.

Job Description

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 audience-based 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.

Specifically, the Data Analyst will be tasked with the following:

- 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.

Qualifications & Skills

- 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 with Tableau and other Business Intelligence tools.



- Programming experience in an object-oriented programming language (Python preferred)
- Strong SQL development experience, preferably PostgreSQL. Need the ability to construct, debug and optimize advanced 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 working in a cloud environment (AWS preferred).

Characteristics of a Successful Candidate

- We are looking for smart, driven, likable and curious people.
- You need to be highly adaptable to a rapidly growing and changing business environment.
- You are a quick learner and problem solver.
- You keep on top of latest developments in field.
- You have an ability and eagerness to constantly learn and teach others.
- You are an exceptional problem-solver and have a self-starter attitude.

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 engineers.