**Web Analytics Specialist**

Raining Virtue Solutions is filling a position for a client as a Web Analytics Specialist. This person would collect mine, extract, report, and analyze data pertaining to web performance and identify critical business and product insights.

Responsibilities:

* Use predictive analytic models such as GLM and clustering to inform actionable recommendation for site
* Identify trends in web traffic and site use and produce trending reports for both internal and external use
* Participate in the analysis and interpretation of results to be delivered to management
* Generate regular and special reports and analyses and present data in user-friendly reports and dashboards
* Develop new metrics and studies to quantify the value of different aspects of discovery and discussion/sharing, and set up ongoing reports to continually measure their performance
* Review SiteCatalyst suites and tags; Develop standard SiteCatalyst dashboard and resolve tracking inconsistencies; Design SiteCatalyst variable maps; Coordinate on all SiteCatalyst related issues, paid search integration, event tracking, and campaign management

Qualifications

* Three or more years’ experience in analytical and modeling skills with ability to convert raw data into actionable business insights required
* Understanding of basic statistics (including modeling techniques such as regression required)
* Experience with SPSS or other statistical packages for modeling required
* Expert proficiency in Excel is required, including experience with charting, large data sets and macros
* Minimum 2 years’ experience with web analytics tools such as Omniture or Tealeaf preferred
* Bachelor’s degree or equivalent work experience required, Master’s degree preferred