

https://intscanada.com/job/analyst-loyalty-insights/

# ???-Analyst, Loyalty & Disights

# **Description**

Referred applicants should not apply directly to this role.

All referred applicants must first be submitted through Workday by a current Loblaw Colleague.

Come make your difference in communities across Canada, where authenticity, trust and making connections is valued – as we shape the future of Canadian retail, together. Our unique position as one of the country's largest employers, coupled with our commitment to positively impact the lives of all Canadians, provides our colleagues a range of opportunities and experiences to help Canadians Live Life Well®.

At Loblaw Companies Limited, we succeed through collaboration and commitment and set a high bar for ourselves and those around us. Whether you are just starting your career, re-entering the workforce, or looking for a new job, this is where you belong.

Does working with some of Canada's most versatile minds in innovation supporting retail, digital consumer solutions and analytical platforms excite you?

Come work with a team that values diverse ideas, prioritizes a culture of inclusion and develops our talent from within.

We are hiring a Analyst, Loyalty & Insights.

Reporting to the Director, Loyalty & Consumer Insights, the Analyst will be responsible for providing objective, value-added analysis and recommendations to facilitate discussions and decisions related to high profile initiatives for Shoppers Drug Mart and Joe Fresh.

# What You'll Do:

- Extract, review and prepare data for analysis & reporting using predominately SQL
- Support marketing, category and digital teams on ad-hoc analysis and leverage customer data to deliver relevant insights to drive business strategy

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- Synthesize large amounts of data from multiple sources, including customer transaction data, consumer & syndicated research, market share, and campaign results.
- Support the execution of loyalty campaigns at Shoppers Drug Mart and Joe Fresh
- Deliver weekly reporting on loyalty campaign performance, and operational KPIs
- Develop A/B testing strategy for 1 to 1 promotional campaign, and translate test results into operational targeting models

# What You'll Need:

- University degree in Business Analytics, Mathematics, Engineering, or Computer Science
- 1-2 years professional experience in an asset
- · Proficient in SQL and MS Excel
- Basic knowledge of MS Access and Python is an asset
- · Experience in Retail and Analtyics is an asset
- · Accountable to ensure data accuracy and quality
- · Ability to synthesize large amount of data into insights
- Strong business and financial acumen
- · Strong attention to detail
- Strong interpersonal skills and comfortable collaborating within cross functional team

#### Why now?

We are increasing our customer focus, leveraging our unique insights through a consultative approach. You will get a sense of the big picture here, and a chance to contribute substantially early on. Success in Analytics at Shoppers Drug Mart is not only about being strong analysts – but it is an opportunity to prove your business sense, develop strong communicative skills and work on high profile programs to drive performance and smart change. And on top of that, every year, Shoppers Drug Mart employees at Central office, and in the stores of our Associate Owners, contribute more time, money and effort to great charitable Women's causes across Canada

# What Loblaw Offers You

We offer flexibility and balance, and an environment that sets you up for success no matter where your workspace is located.

Here, you will find a phenomenal team to help you achieve your goals as you help us achieve ours! Work in our fast-paced, exciting Technology environment, helping our stores, colleagues and customers every day.

# Loblaw colleagues also enjoy:

- · Work Perks Program
- On-site GoodLife Fitness, Basketball & Volleyball courts, Ice Rink, Groceries delivered to work via PC Express, Dry Cleaning services (1PCC Office)
- Tuition Reimbursement & Online Learning
- Pension & Benefits
- Paid Vacation

If you're up to the challenge, then we would love to hear from you. Apply today, and get the process started.

At Loblaw, we respect the environment, source products with integrity and make a positive difference in the community. Our CORE Values – Care, Ownership, Respect and Excellence – guide all our decision-making and come to life through our Blue Culture. We offer our colleagues progressive careers, comprehensive training, flexibility, and other competitive benefits – these are some of the many reasons why we are one of Canada's Top Employers.

Loblaw recognizes Canada's diversity as a source of national pride and strength. We have made it a priority to reflect our nation's evolving diversity in the products we sell, the people we hire, and the culture we create in our organization. At Loblaw, we celebrate diversity where differences are valued and supported. Commitment to being an equal opportunity employer is a priority to us, and we encourage people from all backgrounds and identities to apply to our jobs.

Accommodation in the recruitment, assessment, and hiring process is available upon request for applicants with disabilities.

We thank all candidates for their interest but please note, those candidates who meet the minimum requirements for the position will be contacted.

#### www.Loblaw.ca/careers

Our commitment to Sustainability and Social Impact is an essential part of the way we do business, and we focus our attention on areas where we can have the greatest impact. Our approach to sustainability and social impact is based on three pillars – Environment, Sourcing and Community – and we are constantly looking for ways to demonstrate leadership in these important areas. Our CORE Values – Care, Ownership, Respect and Excellence – guide all our decision-making and come to life through our Blue Culture. We offer our colleagues progressive careers, comprehensive training, flexibility, and other competitive benefits – these are some of the many reasons why we are one of Canada's Top Employers, Canada's Best Diversity Employers, Canada's Greenest Employers & Canada's Top Employers for Young People.

If you are unsure whether your experience matches every requirement above, we encourage you to apply anyway. We are looking for varied perspectives which include diverse experiences that we can add to our team.

We have a long-standing focus on diversity, equity and inclusion because we know it will make our company a better place to work and shop. We are committed to creating accessible environments for our colleagues, candidates and customers. Requests for accommodation due to a disability (which may be visible or invisible, temporary or permanent) can be made at any stage of application and employment. We encourage candidates to make their accommodation needs known so that we can provide equitable opportunities.

#### Please Note:

Candidates who are 18 years or older are required to complete a criminal background check. Details will be provided through the application process.