

## Manager, Data & Shopper Intelligence

An exciting opportunity to carry out data analytics and managing research activities has just been made available in the Corporate and Marketing Communications Department in Jewel Changi Airport Devt. Your key role will be to carry out data & shopper analytics and managing Online Insights Community platform to drive retail business growth in Jewel Changi Airport.

You will be responsible for delivering insights-based direction to Commercial business. You will be responsible for below areas: -

- Analyze various internal and external data, including CRM & Point-Of-Sales (POS) data, and utilize the output of the analytical/predictive models, to develop actionable insights & recommendations that drive retail business growth in Jewel Changi Airport.
- Manage and work closely with the two loyalty programme owners (Changi Rewards and CapitaStar), to conduct consumer research to supplement the insights derived from various data sources. This include being able to articulate the insights to Jewel tenants that may need these to further drive sales conversion.

### Requirements:

- Degree in Business / Statistics / Analytics / Mathematics or a related field
- Have handled large data sets, coupled with proven working experience in data analysis
- Have experienced in questionnaire design
- At least 4-6 years of relevant working experience
- Strong mathematical skills and be comfortable with numbers
- Strong communication skills (verbal and written/visual) to create and deliver compelling presentations of insights to teams, senior management and internal & external stakeholders.
- Knowledge and working experience with MicroStrategy / Tableau will be an advantage
- Technically advanced in MS Office (Excel and Powerpoint)