

## Business Intelligence Analyst

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Company: Publicis Groupe

Location: Buenos Aires

Category: business-and-financial-operations

### Descripción de la empresa

Publicis Media is a media agency dedicated to create value to our clients through traditional and digital media, using investment strategy, intelligence and data analytics, Big Data, technology, performance marketing and content.

### Descripción del empleo

Responsible for collecting, analyzing, and interpreting data to generate actionable insights that drive business decisions.

BI Analyst works closely with cross-functional teams to understand business requirements, develop analytical solutions, and present findings in a clear and concise manner.

BI Analyst needs to stay updated on industry trends and best practices to continuously improve our data analysis processes.

### Requisitos

Strong analytical skills, with the ability to integrate, interpret, and analyze data effectively.

Proficiency in data analysis tools and media/research industry software, such as GWI, TGI and global syndicated sources , ref . Euromonitor, eMarketer etc)

Proficiency in social listening tools.

Comprehensive understanding of category, industry trends, and audience behavior.

Excellent communication and collaboration skills.

Knowledge on statistics and psychology / sociology are recommended skills

Attention to detail and accuracy in data analysis and reporting.

English proficiency is a plus

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