DATA ANALYST

XUMO is a leading entertainment technology company, bringing the best in digital video direct to consumers on the screens they love and use most. The first software-based OTT TV platform, XUMO has successfully combined live TV and video-on-demand into one, easy-to-use experience that is free to access, stream and use. XUMO has developed a brand-new way for consumers to enjoy the television they love, for content owners to stream live or on-demand content right into their fans' households and for advertisers to monetize in the rapidly growing Connected Device space. XUMO is available in the U.S. and Canada on multiple streaming platforms including LG, VIZIO, Hisense, Panasonic and Samsung smart TVs, Roku, FireTV and mobile devices.

ABOUT THE ROLE

XUMO is looking for a talented and highly motivated Data Analyst (DA) to join the Data Analytics team at HQ in Irvine, CA. Reporting to Lead Data Analyst, the DA's primary role is to support XUMO's various business needs through, data visualization, reporting, and ad-hoc analysis. The DA role will be an integral part of the organization as the Data Analytics team works closely with all internal stakeholders (Marketing, Product, Content, Sales, Ad & Media Ops, Finance & Engineering Teams).

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Create and interpret SQL statements, functions and procedures for reporting/analysis, and data mining
- Create and maintain internal dashboards and reports based on stakeholder requirements
- Create, develop and maintain external customer dashboard including TV OEM report and Content partner report
- Work with Engineering and QA team to perform data quality checks on raw data
- Build and maintain data pipelines utilizing best practices
- Work directly with cross functional team members to gather reporting and analysis requirements, provide status updates, and build relationships
- Analyze content performance trends and patterns to generate actionable data, and collaborate with product teams, operation teams, marketing teams, engineering teams and content teams to pursue priority topics
- Derive actionable insights and create compelling stories to influence strategic decisions by key stakeholders
- Prepare presentations for executives
- Stay up to date on industry trends

QUALIFICATIONS:

- Bachelor's degree (Preferably in Business, Economics, Statistics, Mathematics, Computer science, Engineering)
- 1-3 years of analytics experience or experience within the entertainment industry
- Professional experience with SQL, excel and data visualization
- Comfortable working in a fast-paced, dynamic environment while juggling multiple projects
- Strong analytical skills and ability to summarize findings into actionable insights
- Ability to work collaboratively with all levels of team members
- Attention to detail
- Strong verbal and written communication skills
- Willingness to learn