



# Purchased

## Marketing Research Analyst

Purchased® provides consumer brands and retailers with shopper plans, behaviors and purchases where they happen, when they happen. Using its Shopalong® shopper panel, Purchased captures this data in real-time via mobile, allowing businesses to gain a complete and accurate picture of the purchase decisions consumers make, and why they make them. This information arms our clients, many of whom are Fortune 500 companies, with the ability to understand, predict, plan and optimize shopper interactions with their brands and products.

Do you enjoy solving complex puzzles? Do you excel at finding the hidden stories in data? If so, then read on! Purchased is looking for a Research Analyst to join its fast-paced, collaborative group. The Research Analyst will be assigned a portfolio of client projects and report directly to a Research Director. This is a great position for someone who is interested in market research, data analysis, and what makes consumers tick.

### What you will do:

- Monitor multiple data sets as they are collected in the field
- Shape/clean data sets for analysis
- Model consumer behavior through regression and segmentation techniques
- Code qualitative responses
- Collaborate with research team to uncover the stories behind the data
- Work with internal team to manage project schedules

### Your background:

- Minimum 3 years experience in quantitative analysis, preferably in marketing research
- Proficient with analytical tools including R or SPSS and Excel
- Experience working with large data sets
- Excellent verbal and written communication skills
- Tableau proficiency is a plus
- BS or MS degree in Economics, Statistics, Mathematics or closely related field required

### You:

- Enjoy figuring out different ways to analyze the same data set
- Feel happy when you have error-checked your work
- Like brainstorming with a team to come up with a solution

Purchased is conveniently located off the Green line in Brookline's Coolidge Corner neighborhood. Please forward cover letter and resume to to: [jobs@purchased.com](mailto:jobs@purchased.com).