



# Professional Services Analyst

As an Analyst, your objective is to drive client value by assisting in the analysis and preparation of client deliverables. To do this, you will have a set of powerful analytical tools, thorough job training, a supportive peer network and experienced managers to help guide your work.

What do *creativity* and *opportunity* have in common?

Nielsen knows.

## The Professional Services team

The Professional Services team serves as a trusted advisor and solutions provider to our clients. As a member of the Professional Services team, you will start with the client problem or challenge and work backwards to create the right process and mix of solutions/products to tackle that opportunity. The team is organized into three areas that focus on the continuum of client engagements, addressing continuous, custom and specialized analytics projects.

## What we do

*Contribute to client deliverables and deliver integrated insights and analyses*

- Conduct research and contribute to presentations
- Provide insights to client inquiries and deliver high level of service
- Attend client meetings with senior account team members
- Participate in knowledge sharing across the Professional Services organization

*Utilize and participate in analytic communities to create and promote best practices across Professional Services*

- Mine and organize data based on client business issues
- Prepare analyses and make preliminary recommendations
- Organize data and identify trends and patterns

*Broaden knowledge of client business issues and needs, industry and Nielsen services*

- Participation in cross functional teams/projects
- Job-related and leadership training opportunities
- Rotational/short term assignments

## Key Skills Required

- Analytical proficiency
- Client service mentality
- Ability to multi-task
- Strong communication and organization skills
- Proficiency in Microsoft Office suite

## Are You Ready to Join the Team?

Successful candidates will have:

- Initiative, creativity and a passion to deliver results that make a difference to our clients
- Intellectual curiosity
- An analytical approach to problem solving
- A Bachelor's degree
- A 3.0 minimum cumulative GPA or equivalent
- A willingness to travel domestically and internationally if required

## Where we are

Cincinnati, OH • Chicago, IL • Fremont, CA • New York, NY • Parsippany, NJ • Stamford, CT • Westport, CT

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## Continuous Analytics

Continuous Analytics associates leverage a full range of analytics tools and skills to support everyday decision making and deliver business-building insights to Nielsen's clients on a daily basis, in areas such as:

- Competitive insights and brand health analysis
- Category management and shopper insights
- Trend detection and sales driver analysis
- Promotion effectiveness

## Custom Analytics

Custom Analytics associates build comprehensive custom studies to inform strategic business decisions. They help deliver profit-enhancing solutions through the application of advanced analytics, and consulting in the following practice areas:

- Marketing mix modeling
- Market structure
- Behavioral segmentation and targeting
- Efficient item assortment
- Price and promotion modeling
- Sales trends and forecasting

## Specialized Analytics

Specialized Analytics associates help deliver world-class insights and consulting on new products, brands and consumers. Specialized Analytics combines consumer survey research, client marketing intelligence and cutting-edge proprietary techniques for:

- Brand innovation and new product forecasting
- Understanding and consulting on consumer needs, preferences and behavior
- Consumer attitudinal segmentation and targeting
- Assessing and advising on brand health, pricing and packaging

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