

## For Upraised Embark Program 2021

# Job Descriptions for Career Tracks

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### **Analytics**

Analytics Function develop and monitor data quality metrics and ensure business data and reporting needs are met. You conceptualize and design multiple dashboards to track key business KPIs and performance metrics; analyze data trends, weekly/ monthly reports to derive insights. Your role is very crucial for data-driven decision making in the organization.

#### **Role titles you can expect**

Data Analyst Intern  
Product Analyst Intern  
Business Analyst Intern  
Marketing Analyst Intern

#### **Skill sets of data analyst**

Structured Thinking  
Data Exploration & Visualization  
Knowledge of tools like Excel, SQL & Tableau

#### **Day in a life of a data analyst**

Day to day responsibilities of a data analyst [here](#)

#### **Responsibilities**

- Setting up metrics for measuring product/functional performance and tracking.
- Standardizing the metric definition and maintenance of new and ongoing metrics, reports and dashboards to support business needs
- Cover the entire funnel of user journey, from new user acquisition to subscription management, customer retention and lifecycle management
- Ideate and conduct experiments to incrementally improve and increase efficiencies throughout the funnel
- Actively collaborate with key stakeholders from Product , Tech and Business Teams to fix key issues impacting the funnel metrics
- Present data-backed actionable insights that would aid in tactical as well as strategic product decision making.