



Business Intelligence Engineer, Traffic (Marketing) Analytics

The Amazon Traffic team is tasked with managing and developing Amazon's traffic (marketing) channels with the goal of maximizing revenue growth while minimizing marketing expense. These traffic channels – which combined represents billions of dollars of annual revenue – include sponsored and free links on search engine pages, emails, banner ads, TV, and our large affiliate (a.k.a Associates) program.

The Traffic Analytics team is a crucial function within the traffic team and is tasked with rethinking how Amazon views its marketing investment. This critical role will work closely on a number of high visibility projects including **Lifetime Value, Marketing Mix Optimization and Spend Management**. These large-scale projects have the potential to affect hundreds of millions of dollars of marketing investment and will therefore be subject to Amazon's highest data and analytical standards.

The role of the Business Intelligence Engineer is to assist in the development and implementation of Lifetime Value and Marketing Mix Optimization approaches. We expect the candidate to evolve into Traffic's marketing spend optimization expert which will be responsible for the ongoing development of value models and recommendations that will guide our media optimization, financial planning, and execution strategy.

The successful candidate will be familiar and comfortable with advanced statistical techniques and also have experience developing Lifetime Value and Marketing Mix models for a large, data-centric organization. The candidate must be able to roll up his or her sleeves and work directly with the data. The candidate will need to demonstrate a penchant for execution and financial accuracy; driving projects to a solution quickly and accurately.

Key Responsibilities

- Develop statistical models and tests with a primary focus on developing Lifetime Value metrics and Marketing Mix models
- Help to pull data and perform basic analytical exercises.
- Provide input on suggested business actions based on analytical findings.

Position Requirements

- 5+ years statistical modeling, machine learning, technical consulting, or related experience.
- Experience developing Lifetime Value and Marketing Mix models
- Demonstrated understanding of database marketing, interactive business and financial principles
- Experienced SQL and SAS programmer. Extremely familiar with Excel: macro and Visual Basic experience a plus
- Masters degree in Math/Statistics/Economics required. Computer Science background preferred.

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