



PADI

**SEEK ADVENTURE.
SAVE THE OCEAN.™**

DATA ANALYST

PADI, the global leader in Ocean Exploration, is searching for a full-time Data Analyst to join our team. PADI offers its employees a unique culture centered around an active lifestyle, fun and hardworking colleagues, interesting work, competitive salary and outstanding benefits. We are an amazing company searching for amazing people to join our team!

The **Data Analyst** will work with manager and marketing staff to identify requirements of a problem to be analyzed, consolidate data into logical views and aggregate results with attention to detail and accuracy. The role of the analyst is to produce aggregated results to feed visualization tools, create actionable insights and provide meaningful presentations of results for marketing and other business managers to use when making decisions.

They will identify and answer questions about consumer behavior by collecting information from a variety of existing and new data sources. Then, using SQL and other data analysis techniques, will get practical results from raw data and prepare summary documents based on findings. You will communicate outcomes and advise in interpreting results and decision making. The data analyst is involved in multiple aspects of the organization and works with the company's data lake to help drive campaign effectiveness, develop and analyze strategies.

What You'll Be Doing

- Works with large and complex data sets related to audience behavior to evaluate for marketing analysis and business strategies to measure and improve the success of key marketing and business initiatives. SQL skills are crucial.
- Utilizes descriptive analytics requirements provided by subject matter experts and deconstructs and distils those requirements into meaningful approaches to analysis and query construction to produce actionable insights.
- Uses multiple data sources in aggregations and joins to pull results into a single view to answer relevant questions about user behavior and time frames across data sources.
- Acquires a deep understanding and becomes a subject matter expert for enterprise data sources in data lake, including Google analytics, email events, dive certifications, ecommerce transactions, e-learning courses, memberships, magazine subscriptions, Salesforce activity and operational workflows.
- Works with email ops and marketing teams in Salesforce Marketing Cloud to create queries to drive automations; reconcile and debug existing queries; provide analysis; import new data sets; activate audiences; support reporting; and more.
- Establishes and maintains queries and automated work streams for collecting and processing data from native data sources and for delivering into data lake, data visualization tools and Salesforce.
- Outlines and documents requirements, data sources and exploratory methods to allow for peer and manager review, future enhancement and broader understanding of analysis.
- Partners with technical, product and architecture teams to develop new data sources.
- Maintains and develops ETL processes to integrate data between system.
- Supports the data lake in identifying and updating data sources for reporting requirements.

- Troubleshoots the reporting database environment and reports. Often creates preliminary visualizations for insuring data integrity and hand-off to other team members.
- Identifies gaps and opportunities for improvement of data processes.
- Consumes, manages and updates tickets related to analytics project requests in Wrike and JIRA.

Education & Experience

- 3-5 years of data analysis, or relevant experience.
- Bachelor's degree in a field like mathematics, statistics or computer science.
- Must have a hands-on understanding of relational database architecture.
- Must have a superior understanding of commonly used SQL commands including all types of Joins, Using, Having, Group By, partitioning, etc.
- Must possess strong problem-solving skills, including the ability to grasp new concepts quickly, lead toward reasonable recommendations and prepare results in a logical fashion to aid in timely decision making.
- Should have some experience with visualization tools like Tableau.
- Ideal candidate will have experience with AWS environment, including but not limited to Redshift, Athena, DynamoDb and S3.
- Knowledge of AWS Step Functions, Lambda and related a plus.
- Should have a basic understanding of Google Analytics and email marketing data.
- Should have a passion for data & statistics and be intellectually curious, seeking and helping develop new opportunities.
- Self-starter, with an ability to lead and execute work with limited to no supervision.
- Ability in strategic thinking and the ability to frame business problems.
- Excellent written and verbal communication skills; must be able to understand detailed problem resolution discussions and condense pertinent facts for senior leadership

Desirable But Not Required:

- Experience with programming in Python.
- Experience in predictive model a/b testing and training models
- Experience using statistical computer languages like R, SPSS, or SAS.
- Experience with HTML, CSS and Javascript.
- Experience with Salesforce Marketing Cloud

Founded in 1966, PADI has grown consistently through our 56 years in business, continually raising the bar for the industry we are all so passionate about. We know who we are as a company but never let that hold us back from reinventing ourselves and keeping our mission modern and relevant. One thing that stays consistent is our mission to be “The Way the World Learns to Dive”. PADI has certified over 28 million divers during our history, an achievement no other scuba diving agency can claim.

PADI strives to create a work environment that respects individual contribution while maintaining a strong team approach for successful execution of business objectives. The executive team believes in a work-life balance that enables employees to meet their personal and family needs with flexible hours and a robust benefits plan.

If this job sounds interesting to you and you meet these requirements described above, we'd like to get to know you! Please submit your resume and salary requirements to jobs@padi.com. To learn more

about our company visit us at www.padi.com. Applicants must possess the right to work in the United States.

PADI/Seek Adventure Save the Ocean

California Applicants please note that PADI collects personal information relating to its candidates for employment to manage the recruitment process. The organization is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. To view PADI's CCPA Notice please go to <https://www.padi.com/ccpa-notice>