

PANEL MANAGEMENT ANALYST – ASSAGO

The Panel Management team is in charge of all the daily activities related to the Auditel Panel's management, composed by 16.000 families spread around Italy:

- New families recruitment
- Representativeness management of the panel
- Churn management
- Post delivery quality control activities
- Relationship with panelists and panelist fidelity policies

ABOUT THIS JOB

Recruitment process

- Recruitment process monitoring
- Data gathering and analysis, based on families typology and recruiters performance
- Monitoring and improving the performances thru the optimization of the existent procedure

Panel Management

- Supervision of the panel trend
- Analyses of the deviations from the target

Turn over

- Analyzing the different reasons why households decided to leave the panel
- Forecasting long term spontaneous turn over to better assess the Panel needs

Quality control & Transformation

- Reviewing, automatizing and translating current set of reports, from SPSS to Python
- Creation of a reporting system that allows the user to easily and promptly extract data

A LITTLE BIT ABOUT YOU

- Analytical skills to detect trends and changes by interpreting data
- Ability to present data in a consistent and clear way
- Good at problem solving

QUALIFICATIONS

- Experience querying databases and using statistical computer languages: Python, R (Spss is appreciated)
- Good knowledge of the english language
- Good knowledge of the office package
- Knowledge of data collection systems (CATI, CAWI, ...) is appreciated

ABOUT NIELSEN

We're in tune with what the world is watching, buying, and everything in between. If you can think of it, we're measuring it. We sift through the small stuff and piece together big pictures to provide a comprehensive understanding of what's happening now and what's coming next for our clients. Today's data is tomorrow's marketplace revelation.

We like to be in the middle of the action. That's why you can find us at work in over 100 countries. From global industry leaders to small businesses, consumer goods to media companies, we work with them all. We're bringing in data 24/7 and the possibilities are endless. See what's next with us at Nielsen: careers.nielsen.com