

# General Motors is looking for **Statistic Specialist**

The Senior Advanced Analytics hired to be an expert in primary market research and advance analytics. It works with Strategic Price team to provide insights and high quality analysis for the decision makers.

## **Main Responsibilities**

Support Sr. Specialists and Managers in providing analytic consulting and primary market research expertise to General Motors, interacting with GM specialists worldwide. The position works to create and assess data needs, design primary research projects, and propose analytical solutions to provide practical, value-added answers to the leaders. Design sample specifications, and develop surveys that will deliver actionable information, including samples for multivariate analysis.

Conduct advanced statistical analyses: Explain and perform a variety of statistical and data mining techniques e.g. conjoint analysis / discrete choice, cluster analysis, latent class and other clustering techniques, multivariate and logistic regressions

Coordinate Suppliers and internal activities to build the research, create and administrate databases

Train and coach coworkers on basic statistical and analytical procedures

Work with Strategic Price team GM Predictive models to support analyses decisions makers.

Keep abreast of new and current statistical and market research techniques

Develop relationships with external research vendors and interact with as needed.

Provide training, documentation and other assistance to GMB coworkers to support and expand the use of market research and modeling tools.

To support and prepare some executive presentations with the statistical analysis

## **Qualifications**

- Graduated in Statistics, Economics, Mathematics, Engineering or Market Research, or experience in a related field a plus.
- Master Degree, Ph.D., and previous work in Multivariate Analysis / Conjoint is a plus
- Fluent in English
- Strong analytical, mathematical, interpersonal and communication skills.
- Expertise in Statistical software, e.g SPSS, SAS, Excel Statistical pack. Expertise in SAS Statistical pack would be a differential.
- Knowledge of a variety of statistical and data mining techniques including latent class segmentations, discrete choice/conjoint, multivariate and logistic regressions.
- Expertise in Office package.

**Local: São Caetano do Sul**

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