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# LAB360 ANALYST RECRUITING

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VINCE MORDER, CHIEF ANALYTICS OFFICER, LAB360

26 MAY 2015

WELLINGTON ANALYTICS FORUM

# AGENDA FOR TODAY

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**1**

## **LAB360**

- What we do
- Who we are

**2**

## **Ideal Team**

- Skills Mix
- Career Progression

**3**

## **Recruiting**

- Skills
- Students Programme
- LAB360 University

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## LAB360

- What we do
- Who we are

# WHO IS LAB360?

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LAB360 is a brand of Loyalty NZ.



Loyalty NZ is the parent company behind New Zealand's largest and most successful loyalty programme, Fly Buys.



LAB360 provide data-driven solutions that produce better outcomes and ROI for your business.



# OUR VISION

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**Lab360** takes the complexity and jargon out of data and analytically driven business insight. Through years of development, and robust quality assurance processes, Lab360 produces world leading results and **ROI** that is efficiently and effectively created. We understand the business problems that our **clients** are faced with. We solve these problems in a proven, simple and easy to understand way.

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**NICK HEARN – GM LAB360**



# WHY LAB360?

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PEOPLE



DATA



PROCESSES



TECHNOLOGY

# OUR CAPABILITY

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## THOUGHT LEADERSHIP

**Consulting and advisory services** to lead our clients on their analytics journey.

## INSIGHTS

A team of Insights Managers **derive actionable insight** from analytics and manage these projects **to ensure you generate value from your data.**

## DATA SCIENCE

Our team has deep technical expertise in the **computational and statistical methods necessary to extract meaningful insights** from rich and complex data sources. Hard problems? That's what we're here for.

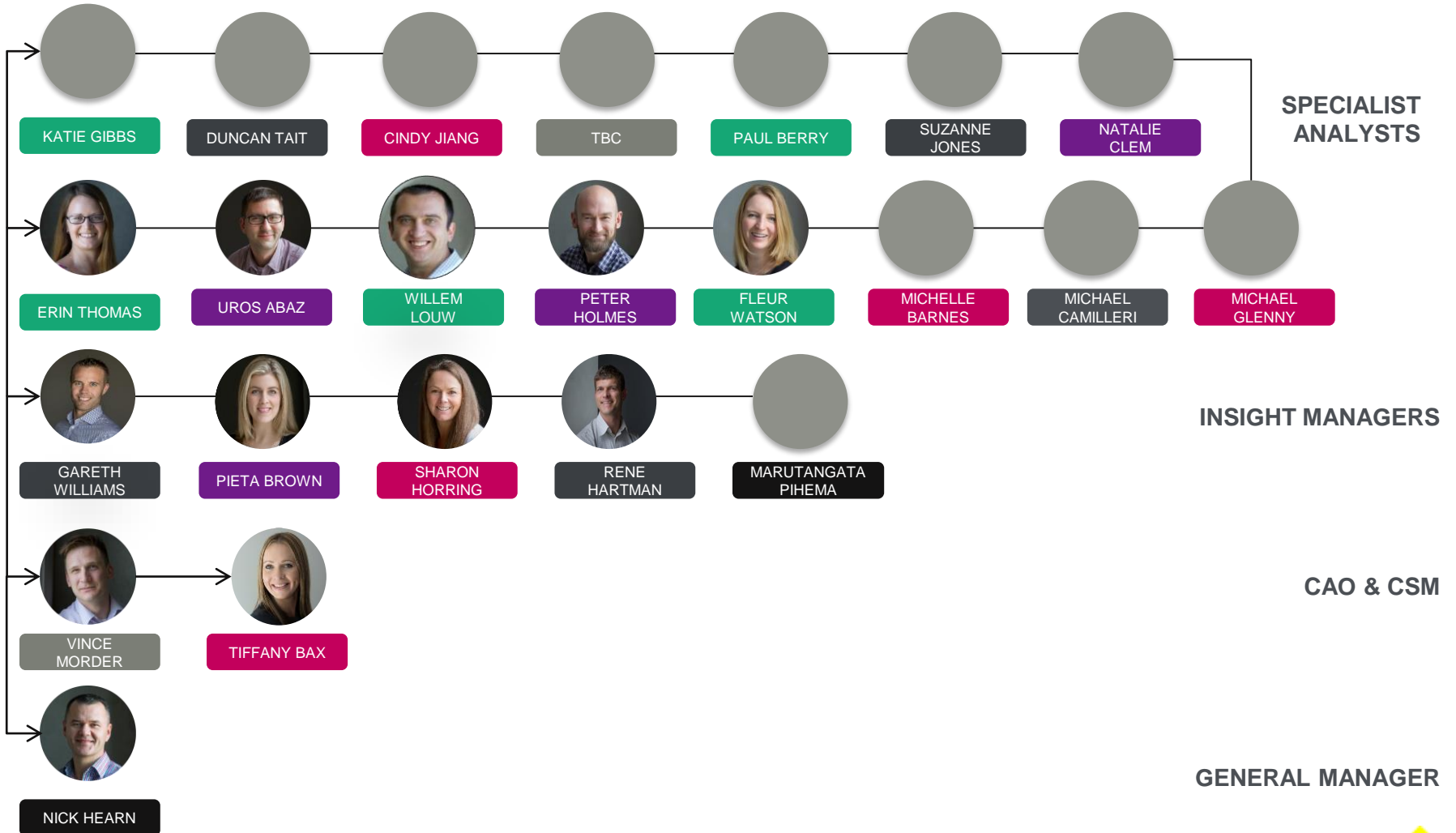
## VISUALISATION

An in-house mapping and design **team brings analytics findings to life and creates beautiful and useable data products.**

## R & D

Lots of exciting projects are bubbling away in the lab as **we drive analytics innovation in New Zealand.**

# OUR SPECIALIST TEAM





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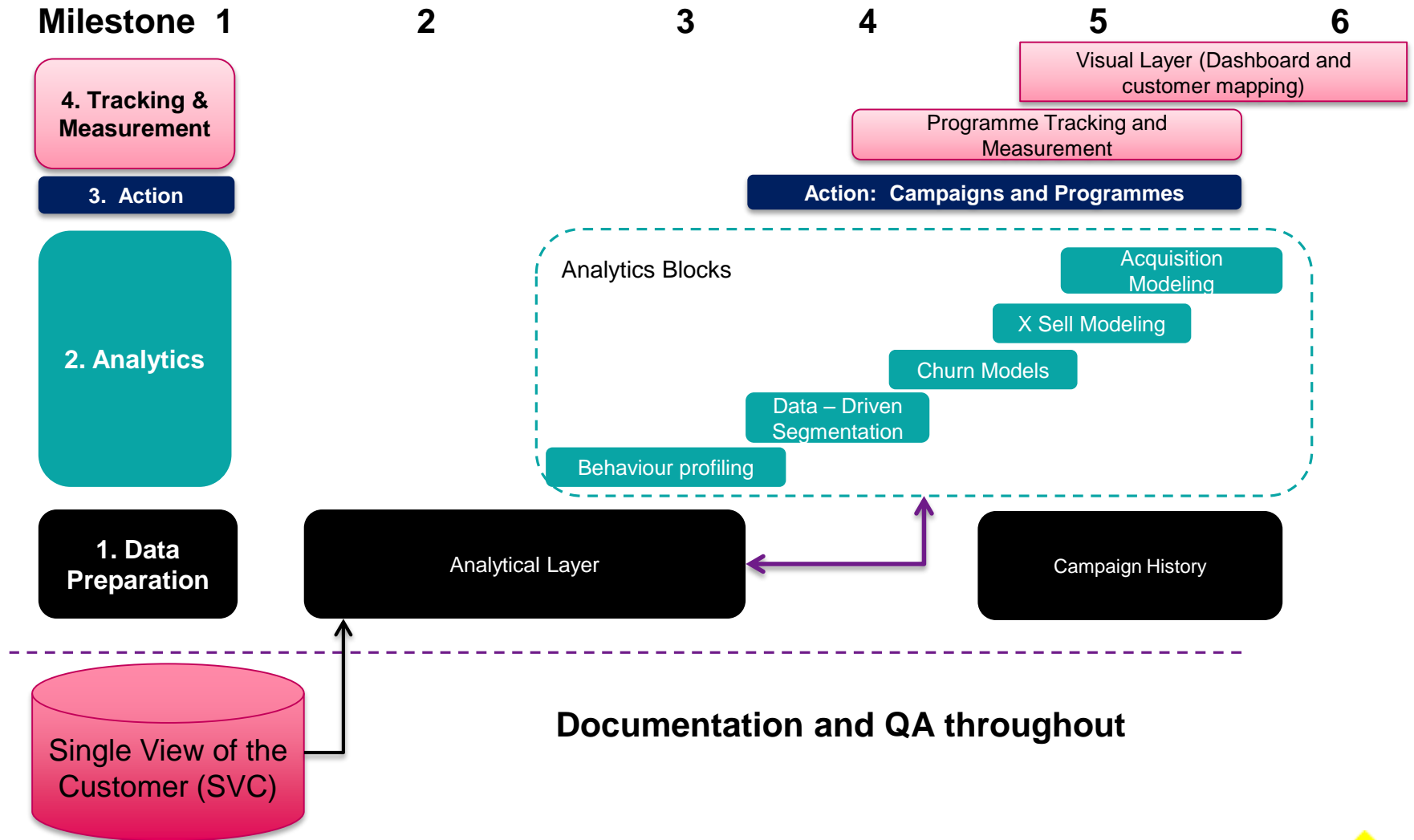
**Ideal Team**

- Skills Mix
- Career Progression

# SKILLS MIX

<b>Skills</b>
Database design
Database coding
Information technology support
Analytical coding
Database management
Analytics
Data mining
Business intelligence, MIS
Visualisation
Mapping
Forecasting
Simulations

# PLAN FOR USING ANALYTICS



# STANDARDISED ANALYST POSITIONS FOR CAREER PROGRESSION



<b>Junior Analyst</b>	<b>Analyst</b>	<b>Senior Analyst</b>	<b>Principal Analyst</b>
0 to 1 years experience	2 to 5 years experience	6 to 9 experience	10 or more experience
Contribute to analyses under the direction of more senior analysts with building and implementation of analytical projects for clients.	Contribute to the building, implementation, and presentation of analytical projects for clients.	Scope and plan analyses as well as be a major contributor in the build, implementation and presenting of analytical projects for clients.	Invent new analyses and initiate and promote these new directions with business clients. Lead efforts in the building, implementation and delivery of analytical projects for clients.
1. Deliver analytic projects	1. Deliver analytic projects	1. Deliver and Manage analytic projects	1. Generate new analytical directions, Manage and deliver analytic projects
2. Generate insights for clients from an analysis and business perspective	2. Generate insights for clients from an analysis and business perspective	2. Key contributor to generating insights for clients from an analysis and business perspective	2. Key contributor to generating insights and strategic thinking for clients from an analysis and business perspective
3. Contribute to LAB360 revenue generating business	3. Contribute to LAB360 revenue generating business	3. Significantly contribute to LAB360 revenue generating business	3. Drive new sales for LAB360 revenue generating business
4. Responsible for keeping abreast of analytical techniques to share with the LAB360 team	4. Responsible for keeping abreast of analytical techniques to share with the LAB360 team	4. Responsible for keeping abreast of analytical techniques to share with the LAB360 team	4. Responsible for keeping abreast of industry-leading analytical techniques to share with the LAB360 team

**3**

**Recruiting**

- Education
- Students Programme
- LAB360 University

# EDUCATION

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Degree in a quantitative science such as Statistics, Data Science, Mathematics, Physics, Meteorology, Engineering, etc...

Experience with scientific methodology, research, documentation

Able to do computer programming and data manipulation for analysis

Statistical Analysis, Data Mining, Graphical presentation of data

Geospatial, mapping

Presentation Skills

# Join us for a summer in the lab



## Take the next step in building your career as a data scientist.

LAB360 implement data-driven solutions that drive better outcomes and provide the science behind our clients' decisions. We are a brand of Loyalty NZ, the parent company behind New Zealand's largest and most successful loyalty programme – Fly Buys.

We are looking for talented postgraduate students with a background in quantitative science and strong programming skills – we are degree and programming language agnostic.

The successful applicant will have plenty of curiosity, ambition and the ability to work through tough problems. They must have a desire to make a difference, and have excellent communication skills.

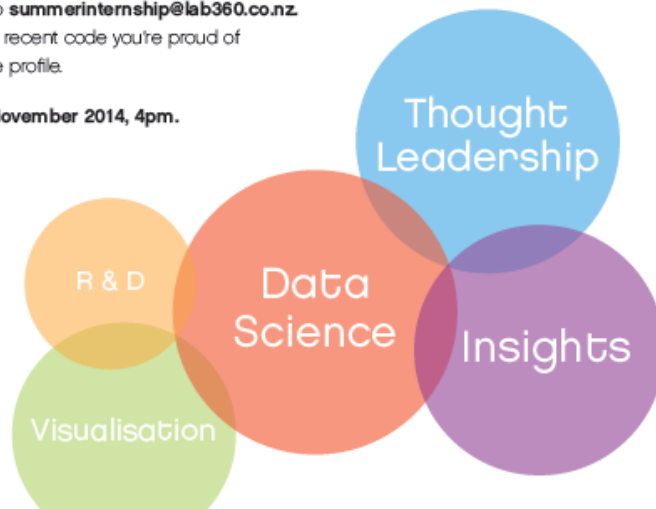
## This November, LAB360 launches their first summer intern programme:

- Work on a challenging R & D project that could contribute towards your dissertation
- 8 weeks duration plus a 2 week summer break
- Exposure to New Zealand's richest customer data source – the Fly Buys database
- Mentoring in both technical and non-technical elements of the role
- Fun and flexible work environment
- Ponsonby location

Send your CV and cover letter to [summerinternship@lab360.co.nz](mailto:summerinternship@lab360.co.nz).

Even better, include a sample of recent code you're proud of or point us to your github/kaggle profile.

**Applications due by Friday 7 November 2014, 4pm.**



# ADVERT AT UNIVERSITY OF AUCKLAND

# LAB360 UNIVERSITY

## LAB360 UNIVERSITY

Recommended areas to develop for John Smith

Competancy/Skill	How you Rate yourself	Development	Status of development
<b>1. Deliver analytic projects</b>			
Assists with analytical and statistical projects – for example, customer profiling and using multiple data sources to derive information about customers.		Learn how to create development datasets, profile, transform variables	
Develop, build, test, and output analyses - for example customer segmentations, propensity and predictive models, or even churn models – under the guidance of Analysts and Senior Analysts		Build 1 or 2 models under guidance of Senior Analyst; take online SAS course; learn E-Miner from Senior Analyst	
Demonstrates a structured and pragmatic approach to analysis and project delivery – including developing an upfront project plan, agreeing deliverables, undertaking analysis and working with Insight Manager to interpret and validate the results.		Derive a plan for doing an analysis, including steps involved and estimated timings	
Works with both the Data Warehouse and LAB360 teams to productionise analytical outputs and integrate them into standard data tools. Ensures integrity in the production process and data accuracy.		Put 1-2 models into production	
<b>2. Generate insights for clients from an analysis and business perspective</b>			
Driven to derive insights about customer attitudes and behaviours. Incorporate and translate these finding back into the business for the		Derive 3 insights per analysis for 1 or 2 analyses under guidance of Senior	



# TAKEAWAYS

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Determine skills required in your analytical team unit.

Do you have positions for all the functions and skills you require?

- Do you have career progression?

Set up a link with universities and set up a summer student programmes.

- Conduct interviews and assess candidates.

Training programme for developing the expertise of your analysts.

- Right from day 1 and let them know it's available to them.

Career development

- Progression and career paths for your staff.