



<https://kaymubconsulting.com.ng/vacancies/data-analyst-at-kuda/>

Data Analyst

Description

Kuda is a full service, app-based digital bank. Our mission is to be the go-to bank not just for those living on the African continent, but also for the African diaspora wherever they might live, anywhere in the world. Kuda is free of ridiculous banking charges and great at helping customers budget, spend smartly and save more. We raised the largest seed round ever seen in Africa, and completed a Series A funding round in February 2021, led by some of the world's smartest venture capital investors. With offices in London (our HQ), Lagos and Cape Town, and further offices opening across Africa during 2021, Kuda is fast becoming recognised as the leading 'Neobank' for Africans.

To help us grow into the company that can bring meaningful change to the way people across Africa get access to great financial products and services in order to take control of their personal finances, we are actively looking for bright, talented, driven people who are excited by our mission. If this sounds like a great way to spend your valuable time, then please get in touch with us.

Responsibilities

- Analyze customer behaviors, merchant activities, and market trends to identify opportunities for growth and improvement.
- Provide actionable insights to guide product enhancements, acquisition strategies, and customer retention initiatives.
- Use data to evaluate the effectiveness of features and campaigns, delivering data-driven recommendations.
- Dashboard Development and Reporting

Dashboard Development and Reporting:

- Develop and maintain automated dashboards and reports to monitor key metrics, ensuring stakeholders have access to timely and accurate data.
- Present insights to senior management and cross-functional teams to drive alignment and strategy.

Customer Segmentation and Behavioral Analysis:

- Work closely with the marketing team to segment customers and merchants based on behavior, transaction data, and engagement metrics.
- Support targeted marketing campaigns by providing data-driven segmentation and performance analysis.

Experimentation and Optimization:

- Support A/B testing efforts to evaluate new features, marketing campaigns, and customer engagement strategies.
- Champion experimentation best practices, ensuring clean and accurate data collection and interpretation.

Hiring organization

Kaymub Consulting

Employment Type

Full-time

Industry

Data Analyst

Job Location

Lagos, Nigeria

Date posted

December 17, 2024

Data Infrastructure and Integration:

- Collaborate with data engineering teams to enhance the data infrastructure supporting Kuda for Business.
- Ensure seamless integration of internal and external data sources to maintain a comprehensive data ecosystem.

Privacy and Compliance:

- Support the team in navigating data privacy regulations, ensuring compliance with applicable laws and best practices.