



You love to structure and analyse data that lead to business insights?

Don't wait any longer and apply now, Haystack is looking for YOU!

SAY YES IF YOU ARE THE SENIOR DATA ANALYST WE ARE LOOKING FOR

As Senior Data Analyst, you love to go beyond the numbers and give advice in creating complex research designs and /or complex data analysis; you like to produce reliable predictive and prescriptive insights based on advanced statistical modelling and/or machine learning methodologies. Performing analysis is the major focus of this position.

- You find joy in extracting knowledge, insights and added value from structured and unstructured data by using scientific methods, processes, algorithms and systems
- You oversee and conduct the conversion of data into insights that will lead to informed business decisions. You bring the insights to our internal stakeholders and support our researchers in writing pithy, relevant, compelling and actionable summaries, conclusions and implications that give our clients strategic advice on where to go next.
- You are able to communicate complex ideas in simple terms
- You assess the effectiveness of data sources and data-gathering / analysis techniques. You actively promote innovations, digitalization, automation in area of expertise: detects needs, defines actions and ensures knowledge sharing through inspiration, contributing to overall company and project efficiency
- You are a catalyst in change; and the performance and quality improver.
- You build and develop strong relationships with all different stakeholders. You possess an in-depth interest in the client's business and relevant industry trends/issues impacting their business
- You apply your knowledge of statistics to business challenges and work together with colleagues to ensure that the results of your work are well understood and put to good use
- You will be part of the Haystack Academy for value added data analysis

SAY YES IF YOU FEEL YOU ARE THE ONE

- You have profound knowledge with querying large complex data sets using SPSS, SAS, or SQL and have knowledge about predictive modelling (statistical and/or machine learning methods) and the main programming languages like R, Python,...
- You have knowledge about data visualisation tools
- You have a well-rounded understanding of the marketing research industry
- You love to devour consumer research and psychology matters with an analytical spirit
- You drive best-in-class understanding and knowledge of data to maximise its value
- You are a professional and inspiring communicator
- You are pro-active, enthusiastic and a genuine caring person
- You are passionate to team-up, showing the 'make it happen' attitude



- You are practical and organized
- You work independently & result-oriented in an accurate, consistent and proactive manner

SAY YES IF OUR OFFER CAN DELIGHT YOU

We are investing as much in people as in innovations. We create an environment that offers opportunities to develop and where you feel part of a great, dynamic and passionate team of colleagues and experts. Join a fresh eyed company where ownership and autonomy are encouraged.

- Challenging projects for an international client base seeking added value
- Customized training plans and exciting career opportunities
- A very nice and inspiring office; and top-notch sensory lab in the green suburbs near Leuven
- A competitive salary on top of a set of extra-legal advantages

SAY YES IF YOU WANT TO JOIN AN ‘AMAZING PLACE TO WORK’

Founded in Belgium (and really proud of it!), Haystack’s Needlefinders travel the world to help our (multi)national clients find the needle in a haystack. It’s not the easiest challenge, yet one we always accept with great enthusiasm and eagerness in an entrepreneurial spirit.

“At Haystack, we empower people, brands and ideas to reach their full potential”

At Haystack, sensory input, emotion, cognition and context sit at the heart of everything we do. We strongly believe in a holistic approach in a multi-disciplinary context, rooted in innovation. Consumer-centric design thinking sits at our core, we blend trustworthy experts with collaborative, flexible and creative Needlefinders.

Manufacturers, retailers and service providers rely on Haystack as a partner for insights, innovation and technology. Our focus lies within the domains of innovations (from idea whitespace to launch), shopper, brand strategy & communication and experience management. By using passive measurements, digital and analogue qualitative-quantitative and sensory solutions in combination with evidence-based analysis, we shape the client’s business problem to drive commercial impact.

4 TIMES YES?

Now that your heart is beating faster and you can’t wait to tell your friends about the above... Stop, breathe in and send your application letter and resumé (CV) to joinus@haystack-international.com

We look forward to hearing from you!