



## **UP UP is looking for an Analyst to join its research team!**

**Job Title:** Analyst

**Reporting To:** Analytics & Delivery Lead

**Contract Term:** Permanent

**Location:** London/UK (Wider EU / Global based candidates can be considered based on profile fit)

**Company & Background:** UP UP is a gaming market research and predictive analytics start-up that aims to strengthen the connection between creators, marketers and audiences, by leveraging state of the art technology and agile data consolidation. The company was created at the start of 2023 by market research and gaming industry veterans and works with major players within the gaming space (hardware manufacturers, publishers, IP holders, etc.). We specialize in Predictive Modeling, IP Management, along with a wider range of market research methodologies and innovative tech (AI, scrapping tools, ML, etc.) applied to the gaming landscape. We are now looking to grow our analytical department – this is where your new role comes in!

### **Your role:**

As an Analyst within the UP UP Analytics & Delivery team, your key responsibilities will mainly be to support the Analytics & Delivery team as we deliver high-quality and actionable insights to our clients by:

- Executing high-quality research projects under the Analytics & Delivery Lead guidance and ensuring a consistently on time and error-free delivery for these.
  - This implies (but is not limited to) contributing to/leading the following tasks: data mining, data and info streamlining, sales data and other big dataset analysis, questionnaire development, scenario running, general statistics and data analytics
- Building insights and clear stories from various datasets, identifying patterns, outliers, and which relevant topics to expand, and then integrate these into visually appealing and professional-looking reports that deliver on clients' needs
- Supporting UP UP new product development and new technologies activities
- Supporting UP UP in its effort to create innovative and more impactful ways of delivering insights to our clients, along with consistently striving to improve our processes & efficiency

Please note that these tasks/duties are non-exhaustive and will vary depending on the exact type of work UP UP gets commissioned. As part of a dynamic start-up structure in its first year, you are also likely to contribute to other UP UP key tasks and projects on an ad hoc basis after discussing these with your line manager.

### Your profile:

The successful candidate will demonstrate the following behaviors:

- Analytical approach to problem solving, showing resourcefulness, attention to detail, patterns recognition and rigor at every step, along with strong work ethics
- Be knowledgeable and passionate about the gaming/entertainment industry; prior professional experience in the area is a plus, and so is being a gamer!
- Be organized and able to handle multiple tasks efficiently under pressure, balancing competing priorities to meet deadlines and deliver on projects
- Show proactivity, autonomy and flexibility – taking initiatives and actively seeking out learning opportunities is critical to thrive in a fast-paced start-up environment
- Be an accomplished team player who takes a collaborative approach to work, values and seeks team members' contribution, invests in the success of others and is willing to support the team across other tasks
- Show creativity, innovation and openness to change

### Key Skills & Experience:

- Business/Marketing or Statistics/Analytics University degree or equivalent in a related field
- Prior experience in quantitative consumer research / 1+ year experience in a Data Analytics / Analyst position (ideally within gaming, wider entertainment industry or adjacent sectors) or equivalent
- Proficient in MS Office, especially Excel (macros knowledge is a plus) and PowerPoint (ability to create visually appealing designs and reports)
- Knowledge and experience of quantitative research methodologies
- Experience using analytical tools is a strong plus (SPSS, Survey Reporter, Excel Statistical package or equivalent)
- Fluent in English (mastering any other language is a plus), and overall strong communication skills

### What working at UP UP means:

- An unmatched team spirit: join a group of passionate team players that take your development to heart and strive to make UP UP an incredibly inclusive, collaborative and exciting place to work
- A dynamic environment leveraging cutting-edge technology and focusing on one of the fastest-evolving industries of all times
- A team where everyone's opinion is sought after, valued and taken into account, and where anyone can have an impact
- The opportunity to work with some of the most prestigious gaming companies and their most incredible games and products, and to learn with and from industry experts

Timings: Spring/Early Summer 2023

Does this sound like you? If so, contact [info@upup.consulting](mailto:info@upup.consulting) to learn more!

## Ready to UP your game?

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