WHO WE ARE

American Girl, a wholly owned subsidiary of Mattel, headquartered in Middleton, Wisconsin, has an opening within Business Insights department for a Quantitative Analyst. We employ creative and energetic individuals who DARE to be innovative, and THRIVE in a friendly and fast-paced environment. American Girl is committed to developing employees and supporting their career goals, helping them GROW with a host of meaningful experiences and learning opportunities.

QUANTITATIVE ANALYST

The Quantitative Analyst will provide timely analysis to support Marketing and other business partners. This position is expected to deliver actionable analysis and insights through A/B split testing, data mining, standard reporting, ad-hoc reporting, and predictive model development.

Your impact:

- Produce regular reports, including an executive summary, used to track business performance
- Build and deploy predictive models to target customers in support of direct marketing campaigns
- Execute post-mortem analysis of A/B split tests with statistical rigor; apply detailed data knowledge, statistical expertise, and business knowledge to interpret results
- Use customer data and quantitative analytics to help drive business decisions and customer loyalty
- Provide actionable analysis for improving marketing and business results
- Simplify and put insights in the appropriate context for various audiences; present project updates and results to business partners
- Team player capable of collaborating with Marketing, Finance, and other areas of the business in a consultative manner

You have:

- **Passion** for the success of your brands. What does that look like? A proven willingness to go the extra mile, to take on the things that need to be done and a positive attitude that rolls with changes.
- **Relationship** skills that work across teams and functions. What does that look like? Excellent communication skills, the ability to compromise and the desire to work with skill sets across the entire organization.
- **Leadership** ability that ultimately better the team. What does that look like? The ability to drive change and results through influence and focus, and demonstrated expertise in the field.
- Foundational knowledge of the business objectives related to analysis and insights, a demonstrated understanding of standard statistical techniques and a basic understanding of model development.

**Minimum qualifications:**
- BA/BS in a quantitative discipline from a 4 year program
- Knowledge of database marketing and other marketing principles, concepts, and techniques
- Strong problem solving and communication skills
- Experience and training in statistical analysis techniques
- SAS & SQL programming skills, relational database knowledge

**Preferred qualification:**
- MBA or equivalent advanced degree preferred


**ABOUT US**

The Mattel family of companies (Nasdaq: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel’s portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends® and Fisher-Price® brands, including Little People® and Power Wheels®, MEGA® Brands, including MEGA BLOKS® and RoseArt®, as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel’s companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are Creating the Future of Play. Visit us at [www.mattel.com](http://www.mattel.com), [www.facebook.com/mattel](http://www.facebook.com/mattel) or [www.twitter.com/mattel](http://www.twitter.com/mattel).

[http://www.youtube.com/MattelRecruiter](http://www.youtube.com/MattelRecruiter)

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F/M/Disability/Vet