

## Marketing Strategy & Analytics – Pricing (Bangkok-based, relocation provided)

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Company: Agoda

Location: Bangkok

Category: other-general

### Get to Know Our Team:

The Pricing Team of Agoda is a world leader in Pricing strategy and optimization. This team is highly data-oriented, focusing on developing at-scale pricing models and strategies that improve the lifetime value of Agoda customers through measurable experiments. The team is a blend of the best analysts, marketing strategists, and data scientists in the world. The marketing leadership in which Pricing is embedded into have deep experience in data science, product, strategy and have built an organization that thrives on data, creative ideas, and technology. Working in the Pricing Team is an opportunity for growth and learning; you will be able to learn and grow by working closely with experts from a variety of backgrounds from all over the world.

### In this role, you'll get to:

Take ownership of pricing projects to end to end, from extracting and exploring data, generating hypotheses, conducting structured analysis, and rigorously evaluating methods and results.

Deliver analytical insights that drive decision-making for crucial pricing strategies and company leadership actions.

Partner with various teams to uncover pricing opportunities, analyze and interpret complex data patterns using advanced analytical tools and techniques such as Tableau or Python.

Communicate results and propose actionable recommendations to solve pricing challenges.

### **What you'll need to succeed:**

Bachelor Degree in Computer Science/Statistics/Math or Engineering or Economics and Finance

5+ years in Data Analyst position or otherwise in projects involving big data

Proficient in business intelligence tools and data warehouse i.e. SQL, Tableau and MS Excel

Strong commercial acumen and business judgment

Must be data savvy and love crunching numbers

Strong analytical and statistical analysis skills in order to extract insights and recommendations

Fluent in English with strong communication skills (both written and verbal)

### **It's great if you have:**

Experience in R studio, data modeling, hypothesis testing is a plus

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