



<https://excelnearshore.com/job/senior-data-analyst/>

## Senior Data Analyst

### Description

**Excel Nearshore** is seeking a **Senior Data Analyst** to join a high-performing Data Cloud Acceleration team within a leading U.S.-based data and marketing technology organization. This team is composed of business-oriented technologists who prioritize outcomes, move quickly, and iterate based on real-world impact. The environment often involves working with imperfect datasets and ambiguous questions, requiring strong analytical judgment, creativity with data, and a practical approach to problem-solving.

In this role, you will transform complex and noisy data into reliable, decision-ready insights, support audience and campaign strategies, and contribute to rapid experimentation and delivery. Success in this position requires the ability to balance speed with accuracy, build scalable solutions, and communicate findings clearly to both technical and business audiences.

This is a fully remote and full-time position from Costa Rica, in payroll with benefits.

### Responsibilities

- Prepare and refine datasets by profiling, cleansing, reconciling, and documenting data to ensure reliable insights.
- Translate ambiguous business questions into structured analyses, hypotheses, and actionable outputs.
- Develop dashboards, analyses, and iterative solutions with strong attention to detail.
- Establish and maintain data quality standards through validation checks, audits, and monitoring processes.
- Automate recurring analyses and workflows using SQL, Python, and orchestration tools such as Airflow, Prefect, or dbt.
- Present insights with clear business context, highlighting key findings, trade-offs, and recommendations.
- Leverage AI tools to improve analysis, coding, debugging, and overall productivity.
- Support rapid audience creation and audience strategy by identifying the right data signals, defining segment logic, and helping translate business goals into scalable targeting approaches.
- Analyze campaign performance across audiences, channels, and tactics to identify optimization opportunities.
- Collaborate with internal teams to support new use cases, validate outputs, and iterate solutions.
- Work closely with product, engineering, and business teams to ensure solutions address real business needs.

### Qualifications

- **Strong expertise in SQL, including window functions, CTEs, and performance optimization.**
- **Experience with Python for automating workflows and building**

### Hiring organization

Excel Nearshore

### Employment Type

Full-time

### Beginning of employment

ASAP

### Duration of employment

Indefinite

### Industry

Marketing Technology

### Job Location

Costa Rica

Remote work from: Costa Rica

### Date posted

March 25, 2026

**repeatable processes.**

- **Strong business acumen, with the ability to connect data insights to KPIs and business outcomes.**
- Solid experience in exploratory data analysis and validating data accuracy.
- Ability to continuously learn and adapt to new tools, datasets, and business needs.
- Experience with data testing/validation (e.g., Great Expectations, dbt tests, custom checks), metric definitions, and documentation.
- Exposure to orchestration tools such as Airflow and CI-friendly development practices.
- Experience with audience segmentation, campaign analytics, or related customer data use cases.
- Familiarity with cloud data platforms such as Snowflake, BigQuery, Athena, Hive, Databricks or equivalents.
- Excellent communication skills, with the ability to translate technical findings into business language.

### **What Makes You a Great Fit**

- Take a practical approach, focusing on solutions that deliver immediate value while allowing for future improvement.
- Prefer iterative delivery, releasing early versions and refining based on feedback.
- Pay close attention to detail and validate your work thoroughly.
- Are comfortable working with ambiguity and turning unclear requests into structured outcomes.
- Document your work to support knowledge sharing and team collaboration.

### **Contacts**

**Aarón Acuña Cordero | Human Talent Director**

aaron.acuna@excelnearshore.com