



Tableau Developer: Role Description

Data Visualization || Data Analysis || Product Development

New York, NY; Remote

ABOUT YPULSE

At YPulse we have been on an exciting journey building a world class insights suite to help businesses grow. With 16 years of experience studying tweens, teens, twenty-somethings and young adults, YPulse is the leading authority on youth. We're a team of intelligent and creative market researchers, data scientists, and trend forecasters, dedicated to helping brands make sense of the thoughts, opinions, goals and aspirations of young people.

Our client list includes heavy hitters in every industry — Apple, Amazon, Disney, Meta, Netflix, Spotify, YouTube, and many, many more. These companies look to us to develop actionable youth strategies, make informed business decisions, and stay up-to-date in the ever-changing world of youth culture.

There has never been a better time to join our rapidly growing team. You'll be at the epicenter of fueling YPulse' 'big and fast' hyperscale - solidifying our unique positioning.

WHO WE ARE LOOKING FOR

We are looking for a data-savvy Tableau developer to help us build out the future of YPulse data visualization and reporting. This person will be key in delivering creative and top-tier reporting solutions for our clients by managing the day-to-day operation of our YPulse Pro data dashboards and helping to plan future upgrades & enhancements. We're looking for someone who gets things done, loves problem solving, getting into the weeds with data, has an insatiable curiosity, and is comfortable working both autonomously and collaboratively to own:

- **Reporting and Data Visualization:** Develop and maintain visualizations in the Tableau landscape, eagerly embracing current Tableau features with an eye for design and ability to find creative solutions to maximize the value of the data that we've collected for our subscribers.
- **Data Management:** Connect with internal teams and external clients to help manage data collection, test, troubleshoot, spot anomalies, and debug dashboards and/or data processes.
- **Product Improvement:** Meet with clients alongside our product manager, customer experience director, and customer success team to identify opportunities for improvement, turning pain points into features. Identify new



features and capabilities within Tableau as well as from 3rd party vendors that will maximize value, automate processes and retain subscribers.

WHAT YOU WILL BRING

- Ability to manage and manipulate data in Excel, SQL, Snowflake, and Tableau
- Minimum 3 years data visualization experience in Tableau desktop and server
- Consistent attention to detail and problem-solving attitude.
- Proven analytical skills, preferably with experience in survey data
- Excellent visual design skills: strong grasp of color, layout, formatting, etc.
- Skilled communicator, self-driven, proactive and collaborative. You must enjoy working in a fast-paced, hands-on environment where priorities can change.

CONSIDERED A PLUS:

- Studies in Market Research, Marketing, Psychology, Sociology or related
- Market research experience or passion for studying young consumers preferred
- Interest in or affinity for brand tracking analysis
- Experience in client onboarding, training and support roles
- Familiarity with SPSS, R, SAS, Python or other tools for advanced statistical software
- Experience with other data visualization tools such as PowerBI, Datawrapper, Looker, D3, etc.
- Experience building custom dashboard portals.

YPULSE PERKS

- Competitive compensation and stock options
- 100% payment of healthcare
- 100% payment of dental and vision
- FSA & HSA medical savings plans
- Pre-tax public transit / parking plans
- Unlimited vacation time (provided individual goals are met)
- Work from home flexibility
- Stock options & 401K matching
- Educational credit

To apply, please send a cover letter and your resume to jobs@ypulse.com.