



Classification: Research Data Analyst I

Working Title: Consumer Research Data Analyst

Position Number: 358-170-5729-001

Division/Unit: Executive/Business Planning & Research

Assigned Headquarters: Sacramento Headquarters

Position Eligible for Telework (Yes/No): Yes

Job Description Summary

Under the direct supervision of the Research Data Supervisor II in Business Planning & Research (Research), the Research Data Analyst I (RDAI) acts as a supporting Consumer Research Data Analyst. The RDAI will utilize knowledge of various analytical and statistical techniques to perform a variety of research and statistical duties to assist in assessing the performance of Lottery games and major Lottery initiatives. The RDAI will utilize research and data collection techniques to support lead analysts and work as a team to perform consultative, analytical, and technical assignments to support and ensure the Lottery maximizes contributions to education.

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25% (Essential): Perform Situational Analysis

To support senior analysts and supervisors, use the Lottery's Business Intelligence system and a broad variety of statistical and financial analysis methods to collect, compile, and analyze structured and unstructured data for meaningful information and trends for use in Business Reviews and other presentations to Management. Develop and write sections of the Weekly Sales Report. Update standard existing data tables and charts. Schedule presentations with management staff and develop charts, graphs, and visual aids that showcase information in a user-friendly format.

25% (Essential): Assist in Post-Analysis of Key Lottery Programs

Assist in post-implementation analyses and projections of Key Lottery Programs for their feasibility, impact, or potential impact on sales and profits, cost savings, operations, and other pre-defined Key Performance Indicators (KPIs). Collect information pertaining to these initiatives, obtain program details, and assist in preparing reports and presentations for management review. Identify, collect, and consolidate a variety of data sources, including sales, financial, quantitative, qualitative, unstructured, structured, third-party industry publications, and consumer research. Perform basic data transformations, aggregations, descriptive summary statistics, cross-tabulations, and statistical significance testing using statistical software and Excel. Schedule presentations with management staff and develop charts, graphs, and visual aids that showcase information in a user-friendly format.

25% (Essential): Consumer Research Support

Provide support on consumer research projects such as online surveys and focus groups. Review and modify questionnaires, discussion guides, and screeners. Gather, compile, prepare, and analyze quantitative and



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qualitative data. Coordinate with internal departments to prepare test stimuli. Process structured and unstructured data responses and create visualizations for use in presentations and written reports using statistical software and Excel. These tasks will often be performed working with a senior analyst or project manager.

15% (Essential): Primary Analyst on Select Projects

For smaller projects with limited complexity, undertake all phases of the project and be responsible for project design and execution, including the preparation of a final report for Lottery management consideration.

5% (Marginal): Update various databases with new information on a weekly or monthly basis and periodically perform analyses with the information collected.

5% (Marginal): Work on special projects and other job related duties as assigned.

Scope and Impact

- a. Consequence of Error: Failure to use good judgment performing the functions of this position may result in the inappropriate release of information, failure to resolve conflicts at the earliest possible level, or failure to ensure the Lottery remains in compliance with laws, rules, policies, and labor agreements. If the RDAI is unable to accurately or effectively provide accurate and meaningful analysis, then the Lottery will not maximize profits for its beneficiary - public education.
- b. Administrative Responsibility: Manage personal workload and schedule.
- c. Supervision Exercised and Received: The RDAI reports to the Research Data Supervisor II, Business Planning & Research. The individual may receive direction from the Deputy Director and Assistant Deputy Director of Business Planning & Research occasionally on specific projects.
- d. Personal Contacts: The RDAI will have frequent contact with Project Managers, Project Sponsors and other representatives from all Divisions throughout the Lottery and occasional contact with Deputy Directors and the Executive Office. In addition, the RDAI will have contact with research vendors and staff from other Lottery jurisdictions. The RDAI will also have occasional contact with the public.

Physical and Environmental Demands

Ability to work at a computer terminal for extended periods of time.

Working Conditions and Requirements

- a. Schedule: The RDAI is expected to primarily work between the business hours of 7:30a-5:30p.
- b. Travel: Periodic travel may be required dependent on research needs.
- c. Other: Required to work a minimum of two days in the headquarters office (climate controlled high-rise office building under artificial lighting).

Effective Date:

NOTE: The statements contained in this job description reflect general details as necessary to describe the principal functions of this job. It should not be considered an all-inclusive listing of work requirements. The incumbent of this position may perform other duties (commensurate with this classification) as assigned,



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including work in other functional areas to cover during absences, to equalize peak work periods or otherwise balance the workload.

SUPERVISOR'S STATEMENT:

- I have discussed the duties and responsibilities of the position with the employee.
- I have retained a copy of the signed duty statement.

Supervisor Signature

Printed Name

Date

EMPLOYEE'S STATEMENT:

- I have discussed the duties and responsibilities of the position with my supervisor.
- I have signed and received a copy of the duty statement.
- I am able to perform the essential functions listed with or without Reasonable Accommodation.
- I understand that I may be asked to perform other duties as assigned within my current classification, including work in other functional areas as business needs require.

Employee Signature

Printed Name

Date



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Duty Statement Instructions (Rev. 04/2023)

NOTE: After inserting the text/information into the duty statement, remove all "Insert Text" or "Insert Text to describe the following" prompts.

Classification: Enter the legal class title of the position (e.g., Office Technician (Typing), Staff Services Analyst, District Sales Representative, etc.).

Working Title: Enter the working title of the position if different from the legal class title.

Position Number: Enter the full position number assigned as shown on the department's organization chart (e.g., Agency: 358, Unit: 031, Class: 5157 (SSA), Serial: 001: [358-031-5157-001]).

Division/Unit: Enter the Division/Unit name where the position resides in the Lottery organization.

Assigned Headquarters: Enter the physical work location where the employee will work (e.g., Sacramento Headquarters, Fresno District Office (Fresno DO), Northern Distribution Center, etc.).

Position Eligible for Telework (Yes/No):

Job Description Summary: Briefly describe the overall purpose of the position, the degree of supervision received, and any supervision exercised. Should not exceed 4 sentences. Example: Under the supervision of the Staff Services Manager I, the incumbent is responsible for ...**ADD THE SUMMARY OF DUTIES TO BE PERFORMED.**

NOTE: To determine the level of supervision received (e.g., under direct supervision, direction, etc.), refer to the class specification or contact your C&P, Examinations Analyst.

Job Description: This will consist of 'Essential (E)' duties and 'Marginal (M)' duties (if applicable). Essential duties must be identified in the duty statement directly after the percentage of duties (e.g., 25% (Essential Function) Supervise analytical staff to...) Enter the percentage of time the incumbent will spend performing each group of essential and marginal functions (Example: A duty that is regarded as 5% is equivalent to approximately 2 hours of work per week OR 8 hours (one day) of work per month). **NOTE:** Percentages must be in descending order with the largest percentage of duties at the top. Percentages must not be less than 5% of time. Total of all percentages must equal 100%.

- Essential Functions – these duties are why the position exists. The employee must be able to perform the essential duties of the position with or without a reasonable accommodation. Ensure the duties assigned to the position are appropriate for the classification and group similar tasks together. Explain **WHAT** the task or duty is to be performed, **WHY** the task is being **WHAT GOAL** is being achieved, and **WHERE/WHEN** is the task done if relevant to the working conditions of the job.
- Example: **WHAT:** Meet with retailers **WHERE/WHEN:** monthly in the field at the retailer's place of business **WHY:** to determine Lottery Scratcher needs **WHAT GOAL:** and ensure supply/demand needs are met.

NOTE: Spell out acronyms. Typically, acronyms are created by a department for division/unit names or other works that are used frequently within the department. These acronyms are not well known throughout all departments within the State of CA or the public. Job applicants and/or new employees will not be familiar with these acronyms or understand their meaning, therefore, acronyms should be spelled out in duty statements (and Job bulletins).

- Marginal Functions – These are additional duties that are incidental or a minimum part of the job. Marginal duties must be identified in the duty statement directly after the percentage of duties (e.g., 5% (Marginal Function) Assist other unit staff with...) These duties can be redistributed among other staff. Additionally, if you list 'Other duties as assigned', you must indicate what the other duties might entail (e.g., other duties assigned such as assisting other staff as needed, or assist with special projects as assigned, etc.) This percentage must be included in all percentages which in total cannot exceed 100%. **NOTE:** Marginal Functions should be no more than 5%.

Scope and Impact: Describe the following:

- Consequences of Error: (Describe consequences to the department, division, etc., if the person did not perform the duties of the position.)
- Administrative Responsibility: (Describe incumbent's role, such as activities related to personnel, training, business operations, etc.)
- Supervision Exercised and Received: (Describe position that supervises the incumbent and classifications the incumbent supervises, or if not a supervisory classification, add 'This position does not supervise others.')
- Internal Personal Contacts: (List frequent internal contacts to perform their duties such as, executive staff, Lottery managers and supervisors, other Lottery division staff, etc.)

Physical and Environmental Demands: (Describe the physical environment of the main work location)



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Working Conditions and Requirements: Describe the following:

- a. Schedule:
- b. Travel:
- c. Other:

Effective Date: Enter the effective date of the duty statement (employee appointment date).