

Senior Analyst Data Cloud

Job ID
REQ-10051859
Jun 04, 2025
India

Summary

The Salesforce Data Cloud Analyst will play a crucial role in leveraging Salesforce Data Cloud to transform how our organization uses customer data. This position sits within the Data Cloud Business Enablement Team and focuses on building, managing, and optimizing our data unification strategy to power business intelligence, marketing automation, and customer experience initiatives

About the Role

Location – Hyderabad

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Key Responsibilities:

- Manage data models within Salesforce Data Cloud, ensuring optimal data harmonization across multiple sources
- Maintain data streams from various platforms into Data Cloud, including CRM, SFMC, MCP, Snowflake and third-party applications
- Develop and optimize SQL queries to transform raw data into actionable insights
- Build and maintain data tables, calculated insights, and segments for use across the organization
- Collaborate with marketing teams to translate business requirements into effective data solutions
- Monitor data quality and implement processes to ensure accuracy and reliability
- Create documentation for data models, processes, and best practices
- Provide training and support to business users on leveraging Data Cloud capabilities

Essential Requirements:

- Advanced knowledge of Salesforce Data Cloud architecture and capabilities
- Strong SQL skills for data transformation and query optimization
- Experience with ETL processes and data integration patterns
- Understanding of data modeling principles and best practices

- Experience with Salesforce Marketing Cloud, MCI & MCP
- Familiarity with APIs and data integration techniques
- Knowledge of data privacy regulations and compliance requirements (GDPR, CCPA, etc.)
- Bachelor's degree in Computer Science, Information Systems, or related field
- 3+ years experience working with Salesforce platforms
- Salesforce Data Cloud certification preferred
- Demonstrated experience with data analysis and business intelligence tools
- Strong problem-solving abilities and analytical thinking
- Excellent communication skills to translate technical concepts to business users
- Ability to work collaboratively in cross-functional teams
- Experience working in regulated industries like pharma is a plus

Preferred Requirements:

- Previous work with Customer Data Platforms (CDPs)
- Experience with Tableau CRM or other visualization tools
- Background in marketing technology or customer experience initiatives
- Salesforce Administrator or Developer certification
- Familiarity with Agile ways of working, Jira, and Confluence

This role offers the opportunity to shape how our organization leverages customer data to drive meaningful business outcomes and exceptional customer experiences.

Commitment to Diversity and Inclusion:

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