

INSIGHT & DATA ANALYST JOB DESCRIPTION & PERSON SPECIFICATION

NAME:

COMPANY: BI WORLDWIDE
DEPARTMENT: Client Services Team
REPORTS TO: Client Account Director

KEY PURPOSE OF THE ROLE:

An exciting opportunity has arisen for an experienced Insight & Data Analyst to join our busy and fast paced Client Services team in this brand new role.

As a leading global agency, we pride ourselves in servicing our Clients with the best talent available, so if you are inquisitive and analytical with a creative flair, then read on!

Although this is a stand-alone position, it's not a 'back office' function; you will deliver vital input into the structure of our programmes from initial concept to on-going delivery through constant questioning and participation in regular strategy planning meetings.

Principal Responsibilities:

- **Data Management:** To take full responsibility for complex, analytical projects through analysing and combining multiple data sources (both internal and external) in order to identify and create new, valuable and accurate data sets, investigating discrepancies
- **Performance Reporting:** To run and manage regular reporting and post-campaign analysis and to deliver actionable insights and recommendations from these in order to continually develop, evolve and improve our programmes. To analyse actual performance against test scenarios and to prove/disprove differing hypothesis to determine and predict future outcomes
- **Solutions and Change Management:** To identify issues and create solutions aligning to our Client's business strategy to improve their customer's experience and ultimately, increase and convert sales. To provide expertise and direction in project build and design to ensure that maximum output and value can be gained from data generated by client programmes
- **Output Generation and Visualization:** Using Power BI/Tableau to uncover insight, trends and patterns in programme data which will add value to customer and client campaigns. Prepare and present compelling and impactful analysis and findings to internal teams and to Client's using language and terms which can be easily understood by the audience addressed

Additional Role Specifications:

- **Data Presentation:** leading the development of alternative ways to present data that enable quick and accessible reading for the end user. Ability to brief these clearly to Business Analyst as needed and sharing with team to enable their understanding of what is shared with the client.
- **Client Analytical Go To:** developing your position within the team and with the client that leads BI Worldwide to be seen as the experts in incentives and behaviour data analytics.
- **Client Responsibility:** working with main client contacts to increase awareness of BI Worldwide analysis capabilities within Dell (or other clients) by expanding network across analytics, data and MI teams

- Accuracy of Output: reviewing existing and future reporting, development, databases and incentives structures and set up to improve accuracy of BI Worldwide output across all areas of the program
- Testing: involvement in incentives testing to ensure we support the above objective to deliver accuracy at all times. Involvement and review of development projects to ensure consideration is given to the reporting and analytic output requirements for the client. Suggest improvements or amendments to support the analysis requirements.
- Not accepting the status quo: reviewing incentive structures, development and outputs to ensure we are exceeding client expectations and all teams are considering the end outcome from a data perspective.

Resources Accountable For:

People:

- n/a

Budget:

- n/a

Principal Working Relationships (internal & external)

Internal:

- Working closely with the Client Services Team, our existing Data Services Team, Technology Solutions (including Developers) and Sales & Marketing as well as other teams when needed

External:

- Clients
- Suppliers

PERSONAL SPECIFICATION:

Essential Experience & Skills:

Experience:

- A university degree in a numerate discipline
- Experience of statistical techniques (regression models, clustering, statistical tests)
- Extensive experience in data analysis and customer insight with the proven ability to explore business performance and then position analysis to address commercial and strategic questions
- Experienced user of customer databases and analytical tools (Tableau, SAS, SQL & R)
- Experience of, or at least knowledge, of packages or approaches to displaying data and outcomes in an interesting and compelling way

Skills:

- Ability to evaluate information from multiple sources and understand user behavior to identify problems and provide solutions
- Excellent communications skills with the ability to explain complex information and techniques to a non-technical audience with clarity and integrity
- Proven ability to collaborate with internal stakeholders and Clients supported by examples of driving projects forward and delivering to plan
- Understanding data availability, data strengths and weakness
- Strong business analyst background with a focus on technology

- Presentation experience

This job description is subject to review and is not intended to be rigid or inflexible, but should be regarded as providing guidelines within which an individual works.

Other duties within the skills and capabilities of an individual may be assigned from time to time.

Associate signature

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Line Manager Signature

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Date signed

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