

Job title:	Insight Analyst
Directorate:	IT and Innovation
Date written:	October 2020
Notice Period:	2 months
Grade:	GG5 11
Job code:	2627

Purpose of job

To be responsible for the delivery of customer, business and place insight, informing and enabling strategic and operational decision making. This will include delivery and analysis of intelligence reporting and business insight projects. It also includes undertaking customer segmentation and proactively analysing large data sets to provide actionable insights into our business and into current and future customers.

Be passionate about turning data into information, information into insight and insight into action to ensure the central shaping of business processes, services and strategies.

Key duties and responsibilities

- Take responsibility for delivery of quality business insight activities, specifically the delivery and analysis of insight for business projects, and stand-alone insight requests.
- Translate complex data into valuable insight which relate back to our objectives to drive strategic decisions and positive changes across the business. Lead with internal stakeholders to scope out and understand their Insight requirements.
- Take responsibility for delivery of quality customer insight activities for the business, specifically the delivery of customer segmentation analysis and deep dive investigation projects to drive continuous improvement of our services and support a customer obsessed approach.
- Proactively analyse customer data to identify trends, costs, satisfaction and specific behaviours by customer groups.
- Proactively horizon scan external factors that may influence Abri to identify insight projects. Create relevant innovative methodologies to design and manage these.
- Provide accurate, timely and succinct insight, engaging with stakeholders at all levels of the business to ensure that business decisions are based on insight and evidence.

- Provide additionality to the business by using insight skills, predictive analytics and proactively highlighting areas of opportunity.
- Analyse data and provide high quality insight to all areas of the business using a variety of insight methodologies, statistical tools or software.
- Independently analyse, solve or provide recommendations following analysis to provide end to end problem resolution.
- Provide insight reports and summary papers in a variety of formats, tailored to the specified audience.
- Work seamlessly with the wider Insight Team to turn data into actionable insight for the business.
- Proactively consider the organisations insight needs and champion the value and benefits of insight across the business.
- To undertake other activities from time to time as directed by the Analytics Manager or Head of Insight.

Knowledge, skills and experience required

- Significant experience working in insight, data analytics, research, visualisation, business intelligence or analysis consulting.
- Demonstrable experience in customer segmentation/analysis and ability to show how this has influenced business decision making and services.
- Demonstrable experience working with business customers to influence decision making based on insight.
- Excellent experience in applying a range of quantitative and qualitative research methodologies and analysis skills.
- Excellent experience in manipulating large data sets. Experience of SQL, SSIR, SSRS and data science skills advantageous.
- Experience of working with a variety of stakeholders and delivering effectively to all stakeholders at any level of an organisation.
- Exceptional interpersonal skills, with a proactive, self-motivated, logical and objective approach.
- A flexible team player personality with the natural ability to work in a rapidly changing environment and multi-task.

- Excellent written and verbal communication. Ability to work independently, time manage and prioritise.
- Demonstrate our Values and Behaviours.