

## **Business Intelligence Analyst**

The Business Intelligence Analyst proactively consults with business partners to provide business insight, enabling key strategic business decision making processes. The incumbent will work with complex, disparate datasets across multiple database platforms to connect, extract, blend, and cleanse data, preparing it for reporting and analytical modeling. The BI Analyst will develop and evolve sales, marketing and marketing product and finance performance, management, and KPI dashboards utilizing business requests and advanced data visualization and data blending technology. In addition, this role will need to gather and evaluate business requests, develop analytical models and perform exploratory data analysis to proactively provide additional business insight and strategic decision support. The incumbent will work closely with the BI Lead Manager, Head of USI BI, and GBS Partners on analytical and business intelligence projects.

### **Performance and Management Reporting / Dashboards**

- Develops standard and custom performance and management reports/dashboards in support of strategic initiatives by utilizing the latest data visualization tools and techniques.
- Coordinates requests, gathers documents and business requirements for new reporting or modeling needs.
- Leverages knowledge of the business to develop reporting tools which will meet current and future business needs
- Proactively identifies opportunities to improve and evolve existing business intelligence solutions
- Partners with GBS applications, architecture, Data Scientists and database experts to align deliverable and milestones to standards.
- Analyzes information retrieved and assembles presentation quality information with business insight and strategic decision support for use by managers.
- Ensures quality and data integrity in all project deliverables

### **Business Analytics**

- Provide consultative analytical support for business units (Sales, Marketing, Product and Finance business partners as it relates to existing and potentially new deliverables.
- Partners with Distribution Intelligence partners and managers to evaluate existing reporting / dashboards and provide more in-depth analytics on existing and new reports
- Identify key drivers to reporting outcomes and provide business insight to GMs Lead Team and Sr. Sales and Marketing associates.

### **Data Modeling**

- Develops analytical models in support of key decision making processes related to forecasting, financial modeling, and/or exploratory data analysis.
- Works closely with Lead Manager and Data Scientists on analytical modeling projects.
- Partner with Distribution Intelligence team members on the development of analytical models
- Partners with GBS and Distribution Intelligence Data Governance SME to ensure data is extracted from most appropriate source and is interpreted properly.

### **Project Management & Deliverables**

- Provides regular, proactive status updates to the manager on project status
- Execute on project priorities and escalate to manager when applicable
- Consistently documents all phases of project work
- Leverages strong technical skills and training in developing professional grade reports, dashboards, and models
- May develop or train others in data, reporting, and/or modeling skills

## **Qualifications**

### **Required**

- Self-motivated with strong work ethic
- Ability to identify an opportunity or problem and develop a creative solution
- Strong analytical skills with the ability to quickly grasp business issues and understand business strategy
- Strong oral and written communication skills
- Strong interpersonal skills
- Ability to prioritize and manage several projects simultaneously
- Ability to collect, organize, and effectively distribute significant amounts of detailed information
- Experience collaborating with GBS and familiarity with varying database structures
- Comfortable working with disparate data
- Advanced SQL skills or other related data extraction, blending, cleansing skills such as Alteryx
- Experience using Microsoft Office Suite, DB Visualizer
- Experience with latest data visualization technology (QlikSense, Tableau, Microstrategy)
- Strong knowledge of relational databases and concepts

### **Preferred**

- Undergraduate Data Analytics degree with 1-2 years of business experience
- Knowledge of database design models preferred
- Advanced knowledge of the latest data visualization technology (QlikSense, Tableau, Microstrategy)
- Advanced analytical modeling skills
- Statistical analysis skills