Job Description

Job title	Insight Analyst - Data
Profession	Digital, Technology & Data Analytics
Band	E
Directorate	CIO (Information Technology)
Accountable to	Data Insights Manager

Job Purpose:

The role will be responsible for turning data into insights and insights into stories, and work on a broad range of data research projects. Support various stakeholders across SNG and initiate business change through actionable insights, including pattern recognition and statistical techniques; in addition to helping answer key business questions.

The role will work with internal customers and the data team, you'll use your expertise to understand the information they have today, where additional sources of data will provide enrichment and apply the appropriate analytical techniques to drive action. Develop and utilise data visualisation via Power BI, you'll present your findings in intuitive, self-serve models that will empower the customer to tell their own data story.

Financial responsibility: No financial responsibility

People responsibility: No direct or indirect reports

Autonomy:

Within the broad direction set by Data Insights Manager, this role will deliver key accountabilities.

Key Accountabilities:

- Undertake complex analysis using both internal and external data, and appropriate analytical techniques, to help create actionable insight into SNG's customers, assets and services.
- Deliver a high-quality customer experience by ensuring the business requirements and challenges are understood, that analysis and insights are actionable and the output meets the needs originally outlined with the customer. Ensure that all outcomes are evidence-based and auditable.
- Present findings using Power BI for interactive insight and deliver all to the highest standards in a style that is easy to understand.
- Utilise data analysis software to develop intuitive solutions that enable customers to self-serve, assisting them to inquire into their data and draw their own conclusions.
- As part of the wider data and analytics team, contribute to all areas of data, reporting and insight and help create a team culture aligned to SNG's values.

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- Establish, develop and maintain effective working relationships with a network of key contacts, both in the Data and Analytics team, and in the wider business, to share knowledge and create opportunities for new data analysis.

General

- Role model SNG's values and behaviours, fostering an environment of trust, transparency, inclusion, and employee wellbeing.
- Demonstrate everyone safe and well everywhere, every day by making health and safety a primary consideration in your decision making.
- Participate in learning and development opportunities and activities that develop personal effectiveness and assist in improving performance in the role. Ensure all core and mandatory training is completed and kept up to date.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and to meet the changing needs of the organisation.

Knowledge and Skills:

Essential

- Indepth knowledge of analytical tools including Microsoft Power BI (DAX and M language), R / Python, SQL management studio.
- Ability to empower customer analysis via data stories.
- Detailed knowledge of statistical techniques and research methodologies.
- Excellent communication skills and the ability to adapt to a wide audience.

Desirable

- Previous experience of data analysis using GIS an advantage.
- Good understanding of data model design, joins and views, star schema models and use in Power BI.
- SQL query optimisation.
- Experience of relevant tools (e.g. M365, Cherwell, DevOps) and methodologies (e.g. Agile, TOGAF, ITIL).

This is an overview of the job and will be periodically reviewed and updated to ensure that the job description fully reflects the responsibilities required of the post holder.

Version	Job code	Author	Date created/modified	Effective date
1.0	1094	Kitty Bourlet	05/2022	09/2022
2.0	4222	Rebranded	09/2024	

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