

## **ROLE PROFILE**

<b>Title:</b>	<b>Senior Business Intelligence (BI) and Data Analyst</b>
<b>Function:</b>	Analytics
<b>Reports to:</b>	Senior Manager, Analytics
<b>Location:</b>	Toronto
<b>Type:</b>	Full Time, Permanent

## **Role Description**

The Senior BI and Data Analyst, Loyalty and Retail Analytics is responsible for providing analytics, insights and reporting solutions that support all areas of business including product development, ongoing enhancements and performance of a leading loyalty program and non-loyalty/operation for a fuel retailer. The analyst will also be responsible for designing, building, and maintaining advanced analytical and reporting self serve tools and dashboards.

The ideal candidate should have solid hands-on experience and knowledge of Tableau, creative in designing and finding solutions to represent data via data visualizations and building complex dashboards. The individual should also have solid understanding of databases, data design, developing database reporting architecture and gathering requirements. The candidate should also be familiar with data mining capabilities such as campaign analytics, customer analysis, and predictive modeling, preferably in a fast-moving retail like pharmacy, fuel retailing or grocery.

This role is a unique opportunity to join a dynamic team of analytical professionals that partners up with Business and Technology to design innovative, value-adding customer engagement solutions for our clients. The role is a great fit for motivated individuals seeking to further develop their expertise in the area of retail, complex customer behavior and predictive analytics.

## **Primary Responsibilities**

- Develop and design advanced dashboards and self-serve tools using Tableau.
- Design and development of underlying data structures for large scale reporting and BI solutions.
- Work with Analytics team to frame reporting data requirements and build code/procedures when required.
- Responsible for developing and monitoring automated reports across multiple clients.
- Check data integrity, perform deep dive data investigation, analysis and manipulate large volumes of data.

- Generate analytical insights that drive the performance of a large-scale loyalty programs.
- Establish mechanisms for program / campaign performance measurement.
- Create custom analysis that add strategic value to the understanding of customer behavior and / or campaign performance.
- Communicate findings to peers within Analytics team, and, on occasions, to partners from business and technology.
- Contribute to process standardization and creation of scalable solutions.
- Work closely with technology and analytics leaders to communicate concerns and areas of improvement.
- Contribute to the overall operations and culture of the company, fostering our values and policies.

### **Capability Requirements – education, skills & experience**

- Post-secondary education with a graduate degree in Business Analytics, Computer Science, Statistics, Mathematics, or other quantitative fields preferred.
- Minimum 3+ years of expert-level experience with Tableau and other BI tools.
- Minimum 3+ years of expert-level hands-on coding in SQL, architecting and developing reporting data structures, data marts. Specific experience using Snowflake, PostgreSQL, Oracle is an asset.
- Solid understanding of the structure of relational databases. Experience with transactional systems is an asset.
- Data mining experience is an asset.
- Experience with SAS or Python is considered an asset
- Ability to take complex data and visualize it to a business story.
- Ability to find creative solutions to analytical and data problems.
- Ability to develop analytical frameworks and generate / communicate business insights.
- Attention to detail, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior / business.
- Strong communication skills, both verbal and written, with a comfort in presenting material.
- Strong Microsoft and Outlook skills, including Word, Excel and Powerpoint.
- Works well in both a collaborative team environment and as an individual contributor.