

ROLE PROFILE

Title:	Business Intelligence Analyst
Function:	Analytics
Reports to:	Manager, Business Intelligence Analytics
Location:	Toronto
Type:	Full Time, Permanent

The Business Intelligence Analyst is a role within the Analytics and Optimization team reporting to the Manager, BI Analytics.

The individual will be responsible for managing and delivering responsibilities related to reporting and analytics needs. The analyst will work closely with other teams and be responsible for analytics and insights that support all areas of business including ongoing enhancement and performance of loyalty programs and non loyalty/operation analytics of our clients that use our loyalty products. The individual will work end to end on all stages of reporting projects including solution and data design, data prep and investigation to designing, building, and maintaining advanced dashboards.

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 analytics.

What you bring:

- Strong technical skills with proficiency in SQL, Tableau or other data manipulation and modeling tools.
- Technical Experience in data architecture, data modeling, data quality and data analytics.
- Analytical mind set and hands on experience in campaign analytics and customer analysis preferably in a fast-moving retail like pharmacy, fuel retailer or grocery.
- Strong understanding of data visualization best practices and design principles.

Responsibilities:

- Work on BI initiatives from planning to deployment and provides support throughout the products lifecycle.
- Conduct analysis , planning for product reporting requirements and user needs. Design, architect, and develop data models, table relationships, queries, KPIs and measures.
- Based on design requirements, design and develop advanced dashboards and self serve tools using Tableau.
- Troubleshoot BI and reporting issues, conduct data integrity and data quality assessment.
- Generate analytical insights that drive performance of loyalty programs.
- Communicate analytical findings to peers within Analytics team, and, on occasions, to partners from business and technology.
- Lead developing processes for standardization and creation of scalable solutions.
- Contribute to the overall operations and culture of the company, fostering our values and policies.

Qualifications – education, skills & experience

- Graduate degree in Computer Science, Engineering or equivalent work experience
- 6+ years of expert-level experience with Tableau and other BI tools
- 6+ years of expert-level hands-on in technical Skills:
 - Expert understanding of relational data (i.e. SQL/Oracle/PostgreSQL) and hands-on experience writing custom queries. Experience with **Snowflake** preferred.
 - Strong skills pertaining to reporting data models design, data extraction and data manipulation.
 - Expert SQL query writing, debugging, and tuning skills
 - Practical knowledge in data investigation and checking data quality of large datasets
 - Experience with production level data volumes
 - Excellent troubleshooting skills in high pressure situations
- Ability to take complex data and visualize it to a business story .
- Ability to find creative solutions to solve 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.
- Proficiency with Python is an asset