# REDROW

# CUSTOMER & MARKETING DATA ANALYST

## VALUING PEOPLE

**ABOUT THE ROLE**

The Sales & Marketing Data Analyst works alongside internal clients to gather, arrange, and inspect data using various procedures to deduce information that can be used to shape the trajectory of our business.  Working under the supervision of the Systems Architect, they will gather and enrich data, analyse and model it, and communicate this data effectively to other functions across the business.  They will also participate in the analysis of our systems and processes to explore opportunities to improve our data gathering and quality.

Reports to: Systems Architect

**KEY RESPONSIBILITIES**

- **ANALYSE SALES & MARKETING DATA REQUIREMENTS**

  - Review our current business processes and data landscape with the Marketing department.

  - Identify new data models to provide insights and predictions in our business in the Sales & Marketing area.

- **BUILD DATA MODELS**

  - Design and build successful predictive data models.

  - Manage and merge data from a range of sources, to provide data blending and enrichment.

  - Perform data cleansing and ensure the optimal quality of all modelled data.

  - Use industry-standard tools and languages such as SQL to manipulate and query data.

  - Where appropriate, research and evaluate use of Data Platforms such as CDP.

- **ANALYSE DATA**

  - Research and evaluate use of industry-standard tools and languages such as R and Python.

  - Where appropriate, research and evaluate use of Machine Learning.

  - Set up and maintain data exports to allow data to be analysed in external tools.

- **COMMUNICATE DATA AND FINDINGS**

  - Communicate data effectively to other functions across the business.

  - Utilise Data Visualization tools such as SSRS and Power BI.

  - Communicate opportunities to improve our data landscape to our Systems Department.

## THE PERSON

What kind of person are we looking for?

- An exceptional communicator who can engage with colleagues from all areas of the business.

- An investigator who has a strong need to understand the business requirements as well as the detail.

- A problem solver with a flexible and pragmatic approach to dealing with issues and challenges.

- An achiever who can work under pressure and deliver against tight timescales.

- Process-driven to deliver our data analysis projects in a standard way but able to challenge when necessary.

- An organiser who can manage their projects and their own time effectively.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.