



## Role Profile

The Role			
Role Title:	Business Intelligence Insight analyst	Reporting to (job):	Business Intelligence Manager
Legacy job titles covered by this role profile:	N/A	Jobs that typically report into this role:	None
Function / Org Unit	FI&P, IT, IT Customer Solutions pending restructure move to the strategy and transformation division.	Job Number:	New role
Base and travel	HQ/Home based = Hybrid Occasional requirement to travel for meetings	Band ( <i>to be assigned by Reward</i> )	LC
Role Dimensions			
Number of direct reports	0	Manager/Individual Contributor:	Individual Contributor
Number of dotted line reports	0 permanent - occasional temporary resource as required	Budget (Operating/Capital)	No direct budget.
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority & Responsibility for Resources	<b>Decision Making Authority</b> Demonstrates creativity, innovation and thinking to gain insight into data solutions for the benefit of the organisation.  <b>Responsibility for Resources</b>

			<p>responsible for ensuring the integrity of insight reports - as they may be used to inform critical business decisions with far reaching impacts</p> <p>Responsible for maintaining the data and reporting standards</p> <p>Responsible for compliance of and with a data strategy and roadmap.</p>
Working Environment	Office based, using computer equipment and screen(s) for long periods.		
Role Purpose	Developing, producing and delivering regular and one-off management information to provide insights and aid decision-making for senior management and strategic planning and delivery unit to consume and exploit.		
Principal Accountabilities	<p>Identifying and validating internal and external data sets generated from a diverse range of business and operational processes</p> <p>Translate business challenges into analytical questions for analysis and insight.</p> <p>Transforming the results of analysis into information that can be communicated to stakeholders using dashboards and reports</p> <p>Interpreting and analysing data, comparative analysis, benchmarking, trend analysis</p> <p>Bringing data together to communicate clear themes and trends</p> <p>Focusing on data quality to provide confidence for making evidence based decisions on a single version of the truth.</p>		

**Specialisms relevant to this role:**

**Business Intelligence (SFIA Level 4)**

- Supports business intelligence needs of specific management or governance processes or operational areas.
- Investigates the need for business intelligence reporting and analysis where there is some complexity and ambiguity.
- Investigates the need for new or revised business intelligence analysis.
- Selects and applies non-standard business intelligence tools and techniques to provide insights and aid decision-making. Selects, acquires and integrates data for analysis.
- Identifies opportunities to digitise and streamline operational data handling and optimise business intelligence capabilities.

**Data Visualisation (SFIA level 4/5)**

- Applies a variety of visualisation techniques and designs the content and appearance of data visuals.
- Operationalises and automates activities for efficient and timely production of data visuals.
- Selects appropriate visualisation approaches from a range of applicable options.
- Contributes to exploration and experimentation in data visualisation.
- Formats and communicates results using textual, numeric, graphical and other visualisation methods appropriate to the target audience.
- Advises on the appropriate use of data visualisation for different purposes and contexts to satisfy requirements. Develops plans showing how the identified user needs will be met.

**Data Modelling and Design (SFIA level 3/4)**

- Applies standard data modelling and design techniques based upon a detailed understanding of requirements.
- Establishes, modifies and maintains data structures and associated components.
- Communicates the details of data structures and associated components to others using the data structures and associated components.
- Investigates enterprise data requirements where there is some complexity and ambiguity.

**Data Science (SFIA level 3)**

- Publishes and reports on model outputs to meet customer needs and conforming to agreed standards.

	<ul style="list-style-type: none"> <li>Identifying, validating and exploiting internal and external data sets generated from a diverse range of processes.</li> <li>Finding, selecting, acquiring and ingesting data sources, integrating and cleaning data to make it fit for purpose</li> </ul> <p><b>Consultancy (SFIA Level 4)</b></p> <ul style="list-style-type: none"> <li>Providing advice and recommendations, based on expertise and experience, to address customer requirements.</li> <li>Collaborates with customers as part of formal or informal engagements. Understands customer requirements by collecting data and delivering analysis.</li> <li>Works collaboratively to develop and implement solutions. Seeks to address client needs within the defined scope of responsibility.</li> <li>Ensures that proposed solutions are properly understood and appropriately exploited.</li> </ul> <p><b>Specialist Advice (SFIA level 4)</b></p> <ul style="list-style-type: none"> <li>Provides detailed and specific advice regarding the application of their specialism to the organisation's planning and operations.</li> <li>Actively maintains knowledge in one or more identifiable specialisms.</li> <li>Recognises and identifies the boundaries of their own specialist knowledge.</li> <li>Where appropriate, collaborates with other specialists to ensure advice given is appropriate to the organisation's needs.</li> </ul>
<b>Key Interfaces</b>	<p><b>Strategy and performance unit</b> - collaboration and interpretation of requirements and customer insight gaps.</p> <p><b>Information analysts</b> - collaboration/peer review on defining and implementing new reports/dashboards and visualisations</p> <p><b>BI Manager/BI Developer</b> - Collaboration and shared understanding of the BI/KPI requirements for any given proposed/existing solution. Provision of guidance and advice where required.</p> <p><b>Information Governance</b> - Liaison to ensure compliance and promotion of data policy, principles and quality</p>

	<p><b>Data Architect</b> - Liaison and collaboration on the design and presentation of data for use in advanced reporting and visualisation.</p> <p><b>Data Engineer</b> - Collaboration to define and plan data feeds and transformations from source information management systems into the enterprise data store.</p> <p><b>Report writers in other teams</b> - Collaboration and sharing of technical best practices and cross-functional working.</p>
<b>The Person</b>	
<b>Personal Attributes and Key Competencies</b>	<p><b>SFIA Generic Level: Level 4</b></p> <p><b>Autonomy</b> Works under general direction within a clear framework of accountability. Exercises substantial personal responsibility and autonomy. Uses substantial discretion in identifying and responding to complex issues and assignments as they relate to the deliverable/scope of work. Escalates when issues fall outside their framework of accountability. Plans, schedules and monitors work to meet given objectives and processes to time and quality targets.</p> <p><b>Influence</b> Influences customers, suppliers and partners at account level. Makes decisions which influence the success of projects and team objectives. May have some responsibility for the work of others and for the allocation of resources. Engages with and contributes to the work of cross-functional teams to ensure that customers and user needs are being met throughout the deliverable/scope of work. Facilitates collaboration between stakeholders who share common objectives. Participates in external activities related to own specialism.</p> <p><b>Complexity</b></p>

	<p>Work includes a broad range of complex technical or professional activities, in a variety of contexts. Investigates, defines and resolves complex issues. Applies, facilitates and develops creative thinking concepts or finds innovative ways to approach a deliverable.</p> <p><b>Business Skills</b></p> <p>Communicates fluently, orally and in writing, and can present complex information to both technical and non-technical audiences when engaging with colleagues, users/customers, suppliers and partners. Selects appropriately from, and assesses the impact of change to applicable standards, methods, tools, applications and processes relevant to own specialism.</p> <p>Demonstrates an awareness of risk and takes an analytical approach to work.</p> <p>Maximises the capabilities of applications for their role and evaluates and supports the use of new technologies and digital tools.</p> <p>Contributes specialist expertise to requirements definition in support of proposals.</p> <p>Shares knowledge and experience in own specialism to help others.</p> <p>Learning and professional development — maintains an awareness of developing practices and their application and takes responsibility for driving own development. Takes the initiative in identifying and negotiating their own and supporting team members' appropriate development opportunities. Contributes to the development of others.</p> <p>Security, privacy and ethics — fully understands the importance and application to own work and the operation of the organisation. Engages or works with specialists as necessary.</p> <p><b>Knowledge</b></p> <p>Has a thorough understanding of recognised generic industry bodies of knowledge and specialist bodies of knowledge as necessary. Has gained a thorough knowledge of the domain of the organisation. Is able to apply the knowledge effectively in unfamiliar situations and actively maintains own knowledge and shares with others. Rapidly absorbs and critically assesses new information and applies it effectively.</p> <p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Ensures security is appropriately addressed within their area by self and others.</li> <li>• Engages or works with security specialists as necessary.</li> </ul>
<b>Essential Key Skills, Qualifications &amp; Experience</b>	<p>Degree educated in Computing, Data Science or Mathematics or equivalent experience</p> <p>Experience of working in a role for a company of similar complexity and data considerations.</p>

	<p>Data analysis. Can present clear insights to colleagues to support the end use of the data.</p> <p>Data communication. Knows that data needs to be aligned to the needs of the end user. Can create visuals and presentations to support effective communication.</p> <p>Data governance. Understands what data governance is required.</p> <p>Excellent interpersonal and communications skills used to working with customers at all levels.</p> <p>Experience of working with multiple large data sets in a complex business environment</p> <p>Data modelling. Can explain the concepts and principles of data modelling</p> <p>Data standards. Knows how to develop data standards for a specific component.</p> <p>Problem resolution (data). Identifies and responds to problems in databases, data processes, data products and services as they occur.</p> <p>Turning business problems into data design.</p> <p>Works within the context of well understood architecture and can identify appropriate patterns.</p> <p>Tools - experience of specialist cloud BI tools and services. For example: tableau, data warehouse/ data lakes / cloud solutions, Google cloud platform, SQL, big query, etc?</p>
<b>Desirable Key Skills Qualification &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience of Geospatial visualisation tools and data</li> <li>• Experience of Salesforce platforms and data structures/tools</li> <li>• Business analysis and customer engagement experience</li> <li>• Exposure and involvement in business change projects</li> </ul>

### Creation and Authorisation

*Statements in this Role Profile are intended to reflect, in general, the duties and responsibilities of the position, but are not to be interpreted as totally inclusive.*

<b>Profile written by:</b> Richard Claber	<b>Role:</b> BI Manager	<b>Date:</b> March 2022
<b>Approved by (operations):</b> Nicholas George	<b>Role:</b> Assistant Director IT	<b>Date:</b> 5th April 2022
<b>Approved by (HR):</b> Lauren Burnett	<b>Role:</b> HRBP	<b>Date:</b> April 2022
<b>Date Job last evaluated: April 2022</b>		