Ref. No : **AF/B-Analyst/2024/JD/01**

Detailed Job Description

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|---|---|---|
| **Job title** | : | Business Analyst(Reporting & Analytics) |
| **Reporting to** | : | Team Lead |
| **Salary** | : | Industry par CTC |
| **Hours** | : | Full time |
| **Location** | : | Hebbal office, Bangalore. |

Job Brief

We are seeking an experienced Business Analyst with a strong background in reporting and analytics to join our team. The ideal candidate will leverage data-driven insights to support business decisions, optimize operations, and drive strategic initiatives. They should be skilled in gathering and interpreting data, generating insightful reports, and collaborating with cross-functional teams to identify and implement improvements.

Job Description

**Key Responsibilities:**

- **Data Collection & Analysis**: Collect, organize, and analyze large data sets from multiple sources to identify patterns, trends, and insights that support decision-making.

- **Reporting & Visualization**: Develop and maintain dashboards, scorecards, and reports in tools such as Power BI, Tableau, Looker, Qlik or similar platforms. Present findings and insights in a clear and actionable format.

- **Business Requirements Gathering**: Collaborate with stakeholders to gather business requirements for analytics and reporting needs. Translate business questions into data requests and reporting solutions.

- **Performance Measurement**: Monitor and evaluate key performance indicators (KPIs), providing recommendations to improve business performance.

- **Data Quality Assurance**: Ensure data integrity by conducting quality checks, troubleshooting data discrepancies, and implementing solutions to enhance data accuracy.

- **Process Improvement**: Analyze existing business processes, identify opportunities for optimization, and work with relevant teams to implement solutions.

- **Documentation & Training**: Document processes, data models, and reporting methods. Conduct training sessions to educate team members and stakeholders on using data insights effectively.

- **Cross-Functional Collaboration**: Act as a liaison between business units, IT, and data teams to facilitate seamless communication and data access.

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- **Communication & Collaboration**

  - Work with team members across departments to address data needs and resolve data-related issues.

  - Communicate findings and insights effectively to non-technical stakeholders.

  - Create robust presentation decks to share insights and recommendations.

    - **Understand Your Audience**: Tailor your presentation to the audience's level of technical knowledge and business needs. Highlight insights and outcomes that align with their goals, making data-driven recommendations clear and actionable.

    - **Emphasize Key Insights with Data Visualization**: Use clear, visually engaging charts, graphs, and infographics to make complex data easy to understand. Simplify visual elements to emphasize the most critical insights without overwhelming the audience.

    - **Tell a Story with a Logical Flow**: Structure the presentation to build a narrative that starts with the business problem, follows with data insights and analysis, and concludes with actionable recommendations. This approach ensures that stakeholders can follow the rationale behind each finding and see the value in proposed solutions.

## Academic & trades qualifications

Bachelor's degree in Business, Economics, Data Science, Information Systems, or a related field.

## Work experience & skills

- **Experience**: 4-8 years in business analysis, reporting, and analytics.

- **Technical Skills**:

  - Proficiency in data analysis and visualization tools (e.g., Power BI, Tableau, Excel, Looker, Qlik).

  - Proficiency in telling compelling story through data & visualizations.

  - Working knowledge of SQL & Alteryx for data extraction and manipulation.

  - Familiarity with CRM or ERP systems is a plus.

- **Analytical Skills**: Strong analytical and problem-solving abilities, with an understanding of statistical analysis techniques.

- **Communication**: Excellent written and verbal communication skills to convey complex data insights to non-technical audiences.

- **Attention to Detail**: High level of accuracy and attention to detail in data analysis and reporting.

- **Project Management**: Ability to manage multiple projects and deliver within timelines.

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**Preferred Qualifications:**

- Experience with predictive analytics and machine learning basics.

- Familiarity with cloud-based data solutions (e.g., Azure, AWS).

- Knowledge of industry-specific KPIs and business metrics.

**Why Join Us?**

- Competitive salary and benefits package.

- Inclusive work environment that values diversity and innovation.

- Opportunity to work in a collaborative and innovative environment.

- The chance to work on impactful projects with cross-functional teams that drive business success.

- Flexible working hours.

- Exposure to diverse projects and an international client base.

- Access to continuous learning and development resources.

- Access to training resources and opportunities for professional development and career advancement.

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