



Insight Analyst

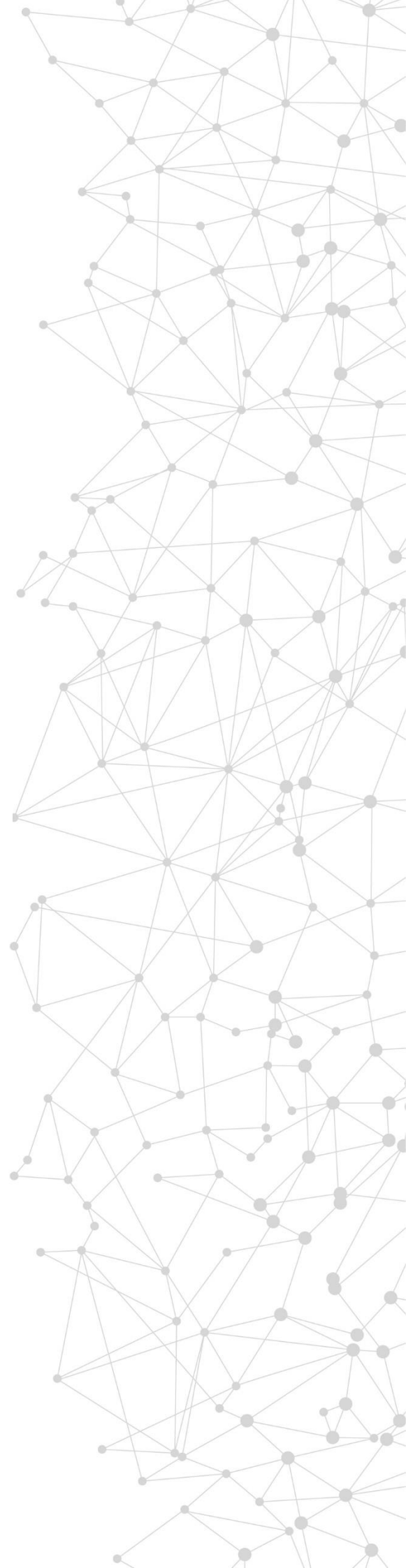
Job Profile

29th August 2023

V1.0



IS 666067



Insight Analyst

Location: UK
Function: Analytics
Role Type: Permanent – full time
Job location: London / Hybrid

About Sagacity

Data makes the world go round. Every day, we generate it, use it, consume it, and demand it. At Sagacity, we are all about the intelligent use of data. We work with some of the country's leading brands to support them in making wise decisions powered by data. We help them transform their customer data into a structure they can use, enabling them to improve it, make sense of it, and drive value from it.

Founded in 2005, we are a customer-centric business with a World Class +82 Net Promoter Score. We believe data should be at the heart of every company. While we are sector agnostic, primarily our clients are in the water, energy, telecoms, financial services, charity, and retail sectors. We help them improve their customer prospecting and marketing, customer management, billing, collections, and retention over the lifetime of the customer.

We have delivered consistent success and ROI for our clients through new customer acquisition, customer management, onboarding, and ongoing development, to ensure every consumer is treated like an individual.

Data can reveal the full picture and we join the dots.

The Role

As part of the Analytics Team, you will work closely with the Senior Insight Analyst and other colleagues across data strategy, sales, account management and marketing. You will be supported by colleagues with a range of industry and technical experience, working on projects to help our clients apply data analysis and insight to their data-driven marketing campaigns.

Responsibilities

Principal responsibilities will involve:

- Providing marketing insights (market sizing, customer profiling etc) to a range of clients across many different sectors
- Creating predictive models, customer segmentation and reporting to drive client marketing strategy
- Validating, cleansing, de-duplicating, importing, extracting and manipulating data from a variety of sources and formats for analysis
- Summarising results and presenting to internal and client teams
- Helping others in the company understand the work done and why it will be of benefit to our clients including pre-sales activity with clients to persuade them of the value of analysis and insight work
- QA own work and that of others

What success looks like in the role

- Clear, concise, and insightful data analytics which enable our clients to make sound business decisions based on fact
- Ability to translate data analysis into targeted information which can be converted into actionable improvements, based on specific client / industry need
- Continued improvement of Sagacity's Product Suite through the delivery of robust data insight
- Ability to take accountability and ownership for client and internal deliverables
- Work as part of a Data Analytics team providing knowledge transfer support, peer to peer reviews and mentoring as a team to increase the team's skill sets and drive continuous learning

Competencies and Behaviours

- 1 -3 years marketing analytics experience
- Educated to degree level - ideally from a computing, numerate or business-related degree
- Strong understanding of statistical methods (including modelling techniques such as logistic regression and gradient boost decision trees) and statistical programming languages such as Python or R
- Experience with data manipulation and visualization tools and techniques (Databricks, SQL, PowerBI)
- Good working knowledge of Excel (including VBA and pivot tables)
- Highly numerate with strong attention to detail
- Solutions orientated with natural problem-solving skills
- Self-motivated and pro-active, with an ability to multi-task, prioritise, be organised and plan your work
- Excellent communication skills, both written and verbal, with a willingness to engage and influence others
- A team player with a positive attitude; personable, adaptable and willing to learn
- Are flexible and self-motivated
- Are good under pressure
- Able to travel throughout the UK
- Have the right to work in the UK
- Have a commitment to personal development

People at Sagacity

Success in any business is ultimately about its people; their skills, personality, attitude, qualities, dedication and enthusiasm. We recognise the value of our people and their commitment to working together as a team, but equally between ourselves and our clients.

At Sagacity we:

...believe working with our clients, in collaboration, delivers better results

...coach and mentor our clients' teams so our solutions live on after our assignment ends

...believe in delivering benefits as we go along

If you would like to join a unique working environment, with a sociable culture, where work is done a little bit differently – and we believe 'better' – then we look forward to hearing from you!