



# Business Intelligence Analyst

Department:	Protection
Reports to:	Data Governance and Analytics Manager
Job Family:	
Career Family / Job Capsule:	
Key dimensions:	
Direct Reports	No direct reports
Committee/Board membership(s)	
Approved Senior Manager Function(s), Prescribed or Other Overall Responsibilities and/or any Certification Function(s)	
<b>Purpose of the role:</b> <ul style="list-style-type: none"><li>• To access and analyse external and internal data sources and data summary tables presented to OneFamily</li><li>• To use knowledge and understanding to address key questions, build and present self-service interactive visualisations</li><li>• To develop FAQs materials and guides, enabling effective insight to be drawn from current and historic data.</li><li>• To undertake basic predictive and statistical modelling to inform confident, evidence- and data-driven decisions across Marketing, Customer Services, Finance, Pricing, or other OneFamily business areas.</li></ul>	



#### **Key accountabilities:**

- Work with stakeholders (internal and external) to ensure data is up to date, accurate and compliant with all data protection requirements.
- Understand business challenges and opportunities and identify where data and insight can drive commercial value
- Provide impactful, purposeful, and commercially focused insight and analysis, sometimes under tight timescales, and constantly adhering to best practice guidelines and QA frameworks
- Develop and deliver analytics reporting and dashboards as required
- Communicate knowledge, insight and recommendations with clarity and conviction, and in a tailored, outcome-orientated way.
- Support team and stakeholders and other analysts in the development of analysis, MI, reports and dashboards, as required.
- Constantly implement all activities in line with agreed budgets and timescales.

#### **Skills / Experience / Knowledge:**

- Microsoft PowerBI and coding tools (e.g. DAX.M)
- Proficiency in programming languages and tools, and their functionality and employment for acquisition, processing and visualizing data
- Basic program to handle data and create databases (e.g. Excel Analysis ToolPak, Access)
- Knowledge of Relational database management language: SQL
- Visualisation tool knowledge (PowerBI / Tableau etc) to be able to clean, join and visualise data sets linked to sector
- SQL and NoSQL databases (such as table, column, row, field, field type, primary and foreign key, relations)
- Understanding of the consequences of using the hash function
- Ability to define functional dependencies occurring amongst the analysed data
- Ability to describe existing databases and indicate the appropriate transition keys for the use in statistical analyses
- Skills to create graphical representations of the information derived from structured data sources (e.g. trends, outliers, patterns)
- Mathematics basics (e.g. linear algebra, geometric algorithm, graph theory)
- Data management and analysis: data cleaning, statistics, modelling
- Essential design principles: aesthetic, colour, interaction, cognition, etc.
- Visual solutions: coding, analysis, graphical interaction
- Solid, demonstrable understanding of basic statistical concepts/methodologies, e.g.:
  - Descriptive statistics (mean, median, range, SD, var)
  - Analysis of variance (ANOVA, MANOVA, ANCOVA, MANCOVA);
  - Multiple regression, time-series, cross-sectional



- Multivariate techniques: principal components analysis, factor analysis, clustering techniques; discriminant analysis
  - Stochastic Processes: e.g. Markov chains, queuing processes; Poisson processes, random walks
  - Time Series Analysis: time series models; ARIMA processes and stationarity; frequency domain analysis
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- Critical/analytical thinking, presentation skills
  - Ability to communicate complex concepts effectively and accurately to senior stakeholders.
  - Work with the customer to fully understand their needs, and regularly report on progress for feedback
  - Ability to understand and articulate where they fit within the organisation, the role data plays in driving commercial outcomes, and to ask the right questions
  - Understanding of the various forms of data (quantitative, qualitative, structured, unstructured)
  - Ability to engage, receive, reason, contextualise and evaluate the information to inform product design
  - Ability and desire to go beyond the initial assumptions of research and results
  - Able to quickly learn and adapt activities to the latest technologies
  - Understanding of how KPIs reflect business focus and goals
  - Aligned to collaborative targets that are transparent, achievable, and cognisant of consequential impacts.
  - Understanding of 'proportional, yet rigorous' approaches to data quality, including solid understanding any defined processes for data assessment, error detection, and data rectification, to ensure the core data held and surfaced is fit for purpose
  - Able to identify issues or change requirements for data and knows how to engage with the governance process to effect that change.
  - Understanding of the impact of change to data upon the business
  - Ability to engage with and actively support the leadership to assure the effective stewardship of data
  - Understanding of data protection and GDPR as part of their role
  - Understanding of personal responsibility to data and the inherent risks associated with it. Ability to recognise the difference between a data risk and a data issue and how to escalate it through management.
  - Understanding of the importance of the data strategy to OneFamily and how it drives commercial outcomes
  - Understanding of where they sit within the data community, and the expectations of the business around data literacy.
  - Proactively sharing of knowledge with others. Mentor and seek mentoring to continuously improve data literacy.
  - Understanding of the data culture of the organisation. Highlight improvement opportunities to improve the culture
  - Understanding of the importance of articulating confidence limits, errors, measures of uncertainty
  - Understanding of the importance of translating requirements into simple effective outputs the business needs and can use.
  - Understanding of the key requirement to manage, maintain and amend data product libraries. as understanding and requirements evolve
  - Understanding the importance of QA, peer review, UAT.



**Personal attributes:**

- Commercial creativity & awareness
- Strong sense of personal accountability
- Integrity & strength of character
- Ambitious, forward thinker, rigorous and quality-conscious
- Confident, self-motivated, with exceptionally strong communication skills

Values	<p>Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means being:</p> <ul style="list-style-type: none"> <li>• Principled</li> <li>• Courageous</li> <li>• Effective</li> </ul> <p>Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.</p>
Adaptability	<p>This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.</p>
Performance Management	<p>All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.</p>
Health and Safety	<p>Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974 and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.</p>
Equality and Diversity	<p>The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age,</p>



	disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.
Confidentiality	The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR).

Regulatory	
	<ul style="list-style-type: none"> <li>• To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role</li> <li>• To abide by the Rules of the Society at all times</li> <li>• To understand and comply with all Group Governance Policies, as appropriate to the role</li> <li>• To deliver all apportioned accountabilities and responsibilities</li> </ul>

Individual Conduct Rules	
Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.
Rule 6	You must act to deliver good outcomes for retail customers.
Senior Conduct Rules	
SC1	You must take reasonable steps to ensure that the business of the firm for which you are responsible is controlled effectively
SC2	You must take reasonable steps to ensure that the business of the <i>firm</i> for which you are responsible complies with the relevant requirements and standards of the regulatory system.



SC3	You must take reasonable steps to ensure that any delegation of your responsibilities is to an appropriate person and that you oversee the discharge of the delegated responsibility effectively.
SC4	You must disclose appropriately any information of which the <i>FCA</i> or <i>PRA</i> would reasonably expect notice.

Declaration	
I confirm I have read and understood the content of this Job Description and I accept the content as an accurate description of the role I am required to perform.	
Job holders full name:	
Job holders signature:	
Date:	

**Version Control:**

Final	Date	Reviewer
	21 <sup>st</sup> November 2024	Jose Cruz da Angela