

ROLE PROFILE

Title:	Senior BI Analyst, Loyalty and Retail Analytics
Function:	Analytics
Reports to:	Senior Manager, Analytics
Location:	Toronto
Type:	Full Time, Permanent

Role Description

The Senior BI Analyst, Loyalty and Retail Analytics is responsible for analytics and insight that support all areas of business including ongoing enhancement and performance of a leading loyalty program and non-loyalty/operation analytics for a fuel retailer. The analyst will also be responsible for designing, building, and maintaining advance analytic tools/ dashboards.

The ideal candidate has strong knowledge of Tableau, creativity in finding solutions for data visualization and hands-on experience in building complex dashboards. The ideal candidate will also have solid data mining capabilities campaign analytics, customer analysis, and predictive modeling, preferably in a fast-moving retail like pharmacy, fuels retailing or grocery.

This role is a unique opportunity to join a dynamic team of analytical professionals that partners up with Business and Technology to design innovative, value-adding customer engagement solutions for our clients. The role is a great fit for motivated individuals seeking to further develop their expertise in the area of retail, complex customer behavior and predictive analytics.

Primary Responsibilities

- Develop advanced dashboards and self-serve tools using Tableau, including dashboard design and development, as well as design and development of underlying data structure
- Generate analytical insights that drive the performance of a large-scale loyalty program
- Establish mechanisms for program / campaign performance measurement
- Create custom analysis that add strategic value to the understanding of customer behavior and / or campaign performance
- Check data integrity and manipulate large volumes of data
- Communicate findings to peers within Analytics team, and, on occasions, to partners from business and technology
- Contribute to process standardization and creation of scalable solutions
- Contribute to the overall operations and culture of the company, fostering our values and policies

Capability Requirements – education, skills & experience

- Graduate degree in Statistics, Mathematics, or other quantitative fields
- 3+ years of expert-level experience with Tableau and other BI tools
- 3+ years of expert-level hands-on coding in SQL
- Solid understanding of the structure of relational databases
- Data mining experience
- Ability to take complex data and visualize it to a business story
- Ability to find creative solutions to analytical and data problems
- Ability to develop analytical frameworks and generate / communicate business insights
- Attention to detail, high aptitude for problem solving and a natural interest in understanding and explaining consumer behavior / business
- Good communication skills
- Proficiency with SAS or Python is an asset