

ROLE PROFILE

Title:	BI Team Lead
Function:	Analytics
Reports to:	Manager, BI Analytics
Location:	Toronto
Type:	Full Time, Permanent

Role Description

The BI team lead is a role within the Analytics and Optimization team reporting to the Manager, BI Analytics.

The individual is responsible for leading all data, reporting and dashboard projects end-to-end through all stages from solution design, to building, and maintenance. The team lead will also be responsible for analytics and insights that support all areas of the business including ongoing enhancement and performance of a leading loyalty program and non-loyalty/operation analytics for a fuel retailer.

The BI team lead has strong technical skills, backed by a creative mindset for tables/views and dashboards design, great communication skills, an analytical mind set and hands on experience in campaign analytics and customer analysis 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

- Lead the development of 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.
- Lead communication with internal stakeholders and client on projects.
- Communicate analytical findings to peers within Analytics team, and, on occasions, to partners from business and technology.
- Manage delivery of routine reports to the client – ensure accuracy and timeliness.

- Lead developing processes for 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 Computer Science, Engineering or equivalent work experience
- 7+ years of expert-level experience with Tableau and other BI tools
- 7+ years of expert-level hands-on in technical Skills:
 - Expert understanding of relational data (i.e. SQL/Oracle/PostgreSQL) and hands-on experience mining it with custom queries
 - Expertise with ETL/BI tools.
 - Experience with production level data volumes
 - Excellent troubleshooting skills in high pressure situations
 - Expert SQL query writing, debugging, and tuning skills
 - Expert practical knowledge in QA of large datasets
 - Strong skills pertaining to database design, data extraction and data manipulation
- 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
- Proficiency with Snowflake and Python is an asset