

**Function:** Program Management

**Family:** Business Intelligence

**Job Title:** Lead Business Analyst

**Job Abbreviation:** [To be Completed by Compensation Team]

**Hierarchy Group:** Professional

**Hierarchy Level:** Professional 4

**FLSA Status:** [To be completed by Compensation Team]

**Summary:**

Responsible for recommending solutions that enable the company to maximize value through the use of analytical methods. Utilizes the structure, policies, and operations of the organization to determine and implement operational improvements. Define strategy, data manipulation, execution of analyses, and presentation of actionable recommendations. Acts as a key contributor in a complex and crucial environment. May lead teams or projects and shares expertise. KWL to add standard leveling verbiage. Serves as the liaison among stakeholders to understand the structure, policies, and operations of the organization, and to recommend solutions that enable Bluewhale to maximize value. Work across all levels of the organization covering areas such as Finance, Sales, Marketing, Field operations, Care, and Customer valuation. Responsible for defining strategy, data manipulation, execution of analyses, and presentation of actionable recommendations.

Responsible for Importing, cleaning, transforming, or manipulating data with the purpose of informing business decisions, in alignment with company. Subject areas cover a wide range of our business including finance, sales, marketing, field operations, care, and customer valuation. Candidates for this role would work cross-functionally to identify opportunities, brainstorm approaches and analytical frameworks, develop roadmaps, acquire data, and execute analyses, and present actionable recommendations by helping to infer trends from a variety of data sources. Responsible for assisting senior department leaders with projects involving a mix of internal and external parties by handling task coordination, prioritization, status and issue monitoring, communication. This role would provide support to the implementation of analytic work products, ensure high quality standards are maintained and continuously improve metrics collection practices and processes

**Core Responsibilities:**

Consistently executes task with individual judgement.

- Provides clear direction to the implementation Leads projects within the department and provides direction and analytic assignments of analytic work products to more junior staff members. Coordinate projects of limited scope with external peer stakeholders in other departments.

- Develop and present project status and results Lead the development and review of communication materials for the department and present results at department wide project coordination meetings as well as scheduling and leading the meetings.
- Coordinate projects of limited scope with external peer stakeholders in other departments.
- Execute extraction of data from multiple databases and conduct advanced analysis utilizing extremely large datasets and complex business analysis that typically involved multiple analytical techniques, including but not limited to CLV, NPV, LTV, DCF, and basic regression analysis.
- Develop and review communication materials for the department, translating and summarizing technical information for business audiences and developing key messaging.
- Author white papers, develop simple data visualization designs, and create presentations for diverse audiences.
- Handles task coordination, prioritization, status, and issue monitoring, communication and meeting coordination for both internal and external clients.
- Coordinate with senior staff to manage data intake requests and prioritize and assign these requests to appropriate parties within the department.
- Design and develop business reporting of data to drive actionable insights that can be included in technical presentations.
- Participates in the data intake, extraction, and ingestion processes to align priorities and define clear requirements based on business values.
- Identify and analyze trends in a variety of data sources to develop improvements for processes, forecasting, and planning.
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver new data analytic methods or databases.
- Author white papers, develop simple data visualization designs, and create presentations for diverse audiences.
- Handles task coordination, prioritization, status, and issue monitoring, communication and meeting coordination for both internal and external clients.

- Acts as the task-lead on team projects under the direction of more senior leadership by leading the either the documentation of requirements, coordination of delivery of work products to internal and external clients, or the analysis of data for business insights.
- Execute extraction of data and conduct analysis of the data from various databases to inform business decisions.
- Design and develop business reporting of data to drive actionable insights that can be included in technical presentations.
- Identify and analyze trends in a variety of data sources to develop improvements for processes, forecasting, and planning.
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver new data analytic methods or databases.
- Regular, consistent, and punctual attendance. Must be able to work nights and weekends, variable schedule(s) and overtime as necessary
- Performs all business intelligence analysis and data exploitation. Extracts signals and signatures from raw data, integrates that information with other data sources and compiles/disseminates formatted reports to customers.
- Develop and review communication materials for the department, translating and summarizing technical information for business audiences and developing key messaging utilizing Microsoft Power Point, white papers, data visualization designs, and other tools as needed.
- Assist with projects involving a mix of internal and external clients by handling task coordination, prioritization, status and issue monitoring, communication (PowerPoint, Excel, Word, verbal), as well as meeting coordination.
- Participates on team projects by documenting requirements and coordinating multiple parties (internal and external) to deliver a work product
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver EBI initiatives
- Leads the development and review of communication materials for the department, translating and summarizing technical information for business audiences and developing key messaging in such forms as PowerPoint decks, white papers, data visualization designs, and other tools as needed.
- Supports the department through the development, testing, and implementation of new business intelligence initiatives.
- Execute the intake process to ensure priorities are aligned, requirements clear, and business value defined
- Demonstrates expertise in current business intelligence tools and techniques
- Identify and analyze trends in metrics for improvement of processes, forecasting and planning.
- Solid understanding of database environments and development techniques
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver EBI initiatives
- Supports the department through the development, testing, and implementation of new business intelligence initiatives.
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver EBI initiatives

- Lead/Manage small projects involving a mix of internal and external parties by handling task coordination, prioritization, status and issue monitoring, communication (PowerPoint, Word, verbal), and leading meetings
- Develop and review communication materials for the department, translating and summarizing technical information for business audiences and developing key messaging in such forms as PowerPoint decks, white papers, data visualization designs, etc.
- Supports the department through the development, testing, and implementation of new business intelligence initiatives.
- Consistent exercise of independent judgment and discretion in matters of significance.
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver EBI initiatives
- Manage and lead small projects involving a mix of internal and external parties by handling task coordination, prioritization, status and issue monitoring, communication (Powerpoint, Word, verbal), and leading meetings
- Develop and review communication materials for the department, translating and summarizing technical information for business audiences and developing key messaging in such forms as PowerPoint decks, white papers, data visualization designs, etc.
- Participate in maintaining communications and knowledge sharing for the EBI department with other business groups inside Bluewhale including sales, retention, marketing, and operations

**Education Level:** BA/BS degree in data-driven disciplines such as marketing, economics, statistics, or finance. MBA preferred.

**Field of Study:** Marketing, Economics, Statistics, Psychology, Engineering, or Finance.

**Certifications:** -

**Years of Experience:** Generally requires 5+ years related experience.

**Skills:**

- Persuasive with excellent verbal and writing skills. Self-starter and inquisitive. Relentlessly motivated when working with large and complex datasets. Naturally receptive to direct feedback and constructive criticism. Thrives in collaborative team-oriented environment.
- Experience leading work streams or projects with minimal supervision or oversight from superiors
- Experience with business intelligence tools such as Tableau and project management tools such as Microsoft Project
- Experience working with teams of quantitative/technical professionals
- Excellent communication skills (written and oral) including ability to translate between business and technical domains.
- Exceptional attention to detail and ability to progress multiple projects in parallel and across functions and geographies
- Ability to work through ambiguous situations to drive work product delivery
- Strong problem solving and critical thinking skills

- Effective communication skills at multiple levels of the organization, including management and cross-functional groups
- Team player with a “can-do” attitude.
- Ability to grasp complex analytic principles and techniques
- Personal initiative to find opportunities and drive results working independently
- Possesses a balance of general business knowledge, ability to work with multi-million record relational databases, analytical acumen, and presentation skills.
- Excellent communication skills (written and oral) including ability to translate between business and technical domains.
- Excellent presentation skills: ability to distill and present actionable information from complex research
- Expert skill in MS Word, PowerPoint, and Excel

**Compliance:** Bluewhale is an EEO/AA/Drug Free Workplace.

**Disclaimer:** The above information has been designed to indicate the general nature and level of work performed by employees in this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications.