Function: Program/Project Management

Family: Business Intelligence

Job Title: Senior Principal Business Analyst 6

Job Abbreviation: [To be Completed by Compensation Team]

Hierarchy Group: Professional

Hierarchy Level: Professional 6

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. Recognized as an expert in own area within organization. Provides leadership, mentoring, and guidance. May participate in the development of business strategy. Decisions are far-reaching in terms of setting precedents for the business and technology.

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 defining business intelligence requirements for individual subject areas; develops conceptual data models, design, build, and test sets of reporting and analytic business intelligence programs. Works cross-functionally to collect data and makes actionable recommendations at all levels. Infers trends from a variety of data sources and confidently delivers their interpretation; makes recommendations to executives. Has in-depth experience, knowledge and skills in own discipline. Usually determines own work priorities. Acts as resource for colleagues with less experience.

Responsible for developing and reviewing 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. 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, execute analyses, and present actionable recommendations by helping to infer trends from a variety of data sources. 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:

- Ensures that the portfolios of projects are within the department's strategic objectives, while Leads or manage multiple team projects by leading requirements documentation and

coordinating delivery of work products to internal and external clients. coordinating timeline, technical approach, and deliverables of multiple large scale projects with external peer stakeholders in other departments.

- Act as an essential partner to external departments to Reviews request from external department, determine the scope of work, prioritize large-scale project requests, brief results to senior executives, and manage overall expectations for work products.

Acts as a strategist to ensure that projects are within the scope and plan of EBI Objectives while coordinating timelines, deliverables, and quality of analysis.

Consistently executes task with individual judgement while acting as a mentor to more junior staff by providing guidance to junior staff members on the selection of analysis methodology, business objectives, and analysis goals.

Leads analytical projects both within the department and with other outside departments to provide direction and analytic assignments to more junior staff members.

- 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.
- 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.
- Regular, consistent, and punctual attendance. Must be able to work nights and weekends, variable schedule(s) and overtime as necessary.

Develop and present project status and results at department wide project coordination meetings as well as scheduling and leading the meetings.

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.

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Regular, consistent, and punctual attendance. Must be able to work nights and weekends, variable schedule(s) and overtime as necessary.

- Manage small and medium sized, complex projects while assisting with large-scale projects involving a mix of internal and external parties by handling task coordination, prioritization, status and issue monitoring, communication (PowerPoint, Word, verbal), and the coordination of meetings.
- Participates in the development and execution of analytics roadmap strategies, business cases, cost-benefit analysis and benefits realization deliverables
- Facilitate team members' development of business-focused materials such as project charters, business plans, and standing communication deck
- Participate in maintaining communications and knowledge sharing for the EBI department with other business groups inside Bluewhale including sales, retention, marketing, and operations
- Conceptualize, manage, and lead small projects and assist with medium and large-scale 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
- Facilitate team members' development of business-focused materials such as project charters, business plans, and standing communication deck
- 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.
- Identify and analyze trends in metrics for improvement of processes, forecasting and planning.
- Works collaboratively with business segments, corporate functions and technology groups across the organization to understand, develop, prioritize, and deliver EBI initiatives
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- 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 7-10 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
- 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. Experience working with teams of quantitative/technical professionals. Ability to grasp complex analytic principles and techniques
- Effective communication skills at multiple levels of the organization, including management and cross-functional groups
- Team player with a "can-do" attitude.
- 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.