Product Analytics Lead

**Role Purpose**As a Product Analytics Lead, you will primarily oversee the execution of various analytical models, with the objective of extracting meaningful insights from the different customer datasets, as well as continuously keeping an eye on all product OKRs.  
  
Your expertise in product data analysis should facilitate the identification of growth opportunities, pain points, and potential improvements within the different customer journeys.  
  
**Key Accountabilities & Decision Ownership**

* Pitch the reporting tag plan across different business tribes
* Plan and manage the execution of the analytics road map based on business priorities
* Develop measurement frameworks to track and report on different product OKRs
* Utilize data visualization tools to create intuitive and visually appealing reports and dashboards for senior management and other stakeholders
* Ensure data integrity and accuracy by establishing and conducting frequent data governance processes
* Develop and implement analytical models that support analyzing large datasets
* Conduct in-depth analysis of customer data to identify trends, patterns, and opportunities for optimization
* Drive process improvement by identifying and implementing enhancements and automation
* Lead the analytics squad members in various tribes, overseeing their adherence to the implementation of the analytics strategy, and verifying the quality of their deliverables
* Stay up-to-date with industry trends and developments in reporting tools and analytical techniques

**Technical & Professional Requirements**

* Bachelor's degree in Business, Marketing, Computer Science, or a related field
* Minimum 5 years of proven experience in digital reporting or data analysis
* Proficiency in digital analytics tools such as Google Analytics, Adobe Analytics, or similar platforms
* Proficiency in data management tools such as MS Excel, MS Access, MS Power BI, and Tableau
* Proficiency in SQL, and ability to process large data sets
* Excellent attention to detail, analytical and problem-solving skills, with the ability to translate complex data into actionable insights
* Excellent communication and presentation skills, with the ability to present data to both technical and business stakeholders
* Strong leadership and team management abilities
* Ability to work independently and manage multiple projects simultaneously
* Familiarity with digital platforms and practices, including traffic sources, conversion rates, bounces rates, media campaigns, COA, ARPU, etc
* Knowledge of banking products, services, and financial metrics is a plus

**Key Performance Indictors**

* Plan and oversee the execution of the product reporting tag plan and data analysis models
* Drive accurate insight to stakeholders that helps improve OKRs
* Provide periodic actionable quantitative and qualitative reports for the organization
* Support the decision-making process based on efficient data analysis and understanding

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