BRITISH AIRWAYS

Role Information	
Job title	Digital Data Analyst
Band/Grade	3
Reports to	Digital Analytics Manager
Department	Digital / Commercial / Ecommerce
Location	Central London & Waterside

Job Purpose

The Digital Analytics team mission is to organise the data from British Airways' 18 million monthly Web and App visitors and make it accessible and useful to drive revenue and customer experience improvements. Working closely with our Digital Product teams, we research, design and develop new strategies to make our user's interactions faster, more useful and flawless.

You will provide quantitative support, user behaviour understanding and a strategic perspective to our partners throughout the organization. As a data-loving member of the team, you will serve as an analytics expert for our Digital Products teams using your analysis to help them make better decisions.

Principal Accountabilities

- Proactively develops site performance analysis which delivers actionable recommendations.

- Drive revenue action and change that delivers the Digital strategic metrics and the Business Plan.

- Develop and automate reports and iteratively build and prototype dashboards to provide insights at scale.

- Support the rest of the business in using Adobe Analytics to ensure the value driven from the tool meets the business case requirement

- Undertakes data mining, sourcing and extraction of data from a number of sources (Internal data sources and external APIs), analyses and interprets outputs and communicates clearly and effectively

- Sources competitor monitoring and benchmarking to understand market dynamics and interprets results for Digital

Person Specification

Experience & Skills

- Solid experience in interpreting insight and data for the business to inspire change

- Experience of modelling large volumes of complex data from different sources, including multivariate testing and integrating quantitative & qualitative data

- Experience of working within a dynamic, changeable environment with new technology/products and working practices, demonstrating problem-solving leadership with limited supervision.

Skills (Practised capability/behaviour)
- Highly numerate with advanced analytical skills.

• Skilled in data extraction
• Ability to critically evaluate data and draw conclusions and insights from analysis
• Dedicated with high level of enthusiasm, energy, creativity and resilience
• Strong relationship building and effective team player
Qualifications
• Degree in a relevant subject desirable
Expertise / Specialist Knowledge
• Detailed and expert knowledge of web analytics tools, e.g. Adobe Analytics or Google Analytics,
• Scripting Languages such as SQL or Python.
• Data visualization expertise using Excel, Tableau, Python, etc.