## Career Community Owner:

Commercial & Business Direction

## Job Family Owner:

COMM-Data Analytics

# (F) Data Analytics and Insight Generation

## Skill Description:

Integrates business knowledge with analytics and research to enable the development of business insights.

## Proficiency Level Descriptions

|  |  |  |  |
| --- | --- | --- | --- |
| Level 1 | Level 2 | Level 3 | Level 4 |
| • Exhibits knowledge of the business, markets served, value proposition and value chain; translates that knowledge into technology• Describes key business data variables and understands how they relate to desired business outcomes• Displays knowledge of relevant tools to perform data research and analytics• Demonstrates understanding of the basic processes influencing business outcomes• Commits to continuous improvement of analytical efforts and initiatives that focus on enhancing business performance | • Analyzes key performance metrics and data relationships to provide the business unit with insights and trends and make recommendations• Exhibits deeper business knowledge and leverages analytical best practices to recommend an improvement to existing process• Independently applies analytical concepts using tools/technology to perform advanced data research and analytics in support of business objectives• Identifies and seeks out analytics opportunities to support continuous business improvement• Engages business contacts to keep up-to-date with business lines’ technical and risk mitigation opportunities | • Delivers analytics insights in reviews with cross-business stakeholders, councils and senior management• Leverages broader network, internally and externally, to effectively coach and teach others the business relevance of key analytics techniques• Demonstrates advanced knowledge of the relevant tools/systems to perform complex analytics investigation and problem solving and is sought out as an expert resource• Ensures analytical best practices are applied to support strategy implementation and prioritization of appropriate tactics | • Provides organizational leadership for application of analytics to maximize of value along the value chain• Sponsors application of new analytics methods to initiatives, activities, tools and systems which provide insight to improve business performance• Promotes business vision and strategy, by translating analytics insights into potential competitive advantages• Encourages use of analytics in support of business objectives• Creates an environment encouraging analytics innovation and analytics process excellence to improve business performance |

## Potential Meaningful Experiences (Examples of opportunities to exhibit this skill)

|  |  |  |  |
| --- | --- | --- | --- |
| Level 1 | Level 2 | Level 3 | Level 4 |
| • Use a standard statistical analysis toolset to describe a dataset (e.g. MINITAB, SAS etc.)• Assess the relative relevance of variables in a predictive model• Executing a work step to help integrate data into HANA or another business tool• Use descriptive statistics to determine of a dataset is normally distributed | • Develop a regression model demonstrating the relationship between variables and outcome• Make a business resource allocation recommendation based on analytics insights• Identify improper use of data or inquiry of wrong data when developing a new report• Sort customers into meaningful categories using insights derived from analytics applied to customer data | • Teach a colleague a technique to transform a non-linear relationship into a linear form• Test for multicollinearity in a regression model and describe a strategy to eliminate it• Streamline and improve a business process through use of technology• Develop the data structure for sales and supply data in HANA• Develop a strategy to improve the fit of a predictive model | • Identify and implement an analytical best practice across an organization or function• Identify and address a new opportunity to apply analytics to improve business results• Develop and champion a strategy to improve analytics capability for an organization |

## Job Roles Associated with this Skill (Career Community / Job Family / Job Role)

Level 1

Commercial & Business Direction  
 • COMM-Business Enablement  
 • Business Analysis Support Analyst  
 • Competitive Intelligence Analyst  
 • COMM-Data Analytics  
 • Data Specialist  
 • Master Data Administrator  
 • Product Costing Specialist  
 • COMM-Strategy and Planning  
 • Industry Advisor  
 • Planning Technician

Level 2

Commercial & Business Direction  
 • COMM-Data Analytics  
 • Analytics Developer  
 • Data Analytics Advisor  
 • Data Subject Matter Expert  
 • Data Supervisor  
 • Senior Systems Business Process Advisor  
 • Systems Business Process Advisor  
 • Systems Manager / Supervisor  
 • Systems Project Advisor  
 • Systems Project Manager  
 • Systems Projects Program Manager  
 • COMM-Marketing  
 • Communications Advisor (P&GA)  
 • Media Relations Advisor (P&GA)  
 • COMM-Strategy and Planning  
 • Competitive Intelligence Advisor  
 • Competitive Intelligence Supervisor  
 • Contributions and Corporate Citizenship Advisor (P&GA)  
 • Corporate Economist  
 • Corporate Energy and Technology Advisor  
 • Corporate Senior Energy Advisor  
 • Government Relations Advisor (P&GA)  
 • Industry Planning Manager  
 • Issue Management Advisor (P&GA)  
 • Senior Industry Advisor / Consultant

Level 3

Commercial & Business Direction  
 • COMM-Data Analytics  
 • Data Manager  
 • Senior Analytics Advisor  
 • COMM-Marketing  
 • Communications Manager (P&GA)  
 • COMM-Strategy and Planning  
 • Contributions and Corporate Citizenship Manager (P&GA)  
 • Government Relations Manager (P&GA)  
 • Issue Management Manager (P&GA)  
 • Operations Advisor (P&GA)

Level 4

Commercial & Business Direction  
 • COMM-Data Analytics  
 • Analytics Manager / Supervisor  
 • COMM-Marketing  
 • Media Relations Manager (P&GA)  
 • COMM-Strategy and Planning  
 • Operations Manager (P&GA)

Downloaded 02/26/2018