**About ZEE5**

ZEE5 is the OTT platform of the ZEE Network and is the fastest growing OTT platform in India & global markets. With a line-up of top-rated shows of India across 12 languages, ZEE5 provides access to best TV shows and Top Bollywood blockbusters, apart from 100,000+ hours of network content.

We are on a mission to create India’s most preferred OTT brand in internal markets! To help us fulfil this mission we are looking for a Head- Business analytics.

**KEY RESPONSIBILITIES**

Someone who can drive business and market insights across categories (AVOD, SVOD, Music & News) on ZEE5 platform. We are growing fast and data is in the driver's seat. We work in a dynamic data-focused environment where Business Analyst is given runway to own big projects and drive business insights.

We are looking for a talented and experienced data enthusiast to build the data products (dashboards, data analysis and actionable Insights for the business functions).

The objective of this role is to build a centralized insights to analyze the trends and help in expansion that yield competitive advantage and move the company forward.

* Formulate, architect, and do deep dive using the Big data wrangling skills based on a wide range of information available like internal and external tools, market research, competitive landscape etc.
* Own the design, development, and maintenance of ongoing metrics, reports, analyses, dashboards, etc. Ensure data accuracy by validating data for new and existing tools.
* Key partner to business-critical functions like content, product and marketing teams to deliver data, dashboards, and insightful analysis to facilitate business decisions like cost optimization, content acquisition ROI, pricing, product features, customer profiling etc.

**BASIC QUALIFICATIONS**

* 3-5 years’ experience in data/business analytics in a B2C Digital ecosystem, Video OTT (Media and entertainment) is a plus.
* Excellent problem solving, critical thinking, and business communication skills.
* Expert in the use of industry-standard data analysis and reporting tools including Tableau and Excel.
* Ability to retrieve, analyse, and manipulate large datasets; experience with Python, SQL, and/or Business Objects a plus. Sharp attention to detail with the ability to maintain the highest level of accuracy yet understand the big picture.
* Excellent data analysis, stake holder management, visualization, communication and presentation skills. Able to identify trends and solutions.