Novare Talent

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Analyst roles

Think of a company like a restaurant.
The **data** is all the ingredients: messy, varied, and coming from everywhere.

An **analyst** is the head chef who:

- Picks the right ingredients (cleans and organises data)
- Spots which dishes customers love (find patterns and trends)
- Suggests new recipes (gives recommendations)
- Cuts down waste and cost (optimises operations)

Without the analyst, the restaurant might waste ingredients, serve the wrong dishes, or never improve its menu.

Introduction to Analyst Roles

In more formal terms:

An analyst is someone who takes raw information (numbers, statistics, observations), digs into it, understands patterns and trends, and turns that understanding into actionable insights so people can make smarter decisions.

Why do companies need Analysts?

Without an analyst, a lot of raw data just sits there. Some reasons an analyst is important:

1. **Overwhelming Data**: Companies collect tons of data (sales figures, customer behaviour, operations, etc.). Without someone to make sense of it, it's like having many ingredients and no recipe.

2. **Avoiding Guesswork**: Decisions made by gut feeling alone can be risky. Analysts help reduce risk by showing what has worked, what hasn't, and what trends are forming.

3. **Efficiency and Optimisation**: Analysts spot inefficiencies (waste, redundant processes, bottlenecks) and suggest ways to improve by saving time, money, and effort.

4. **Strategic Planning & Forecasting**: For future planning (e.g. budgeting, resource allocation, marketing campaigns), you need predictions and scenarios. Analysts build models for that.

5. **Communication Across Teams**: Different parts of a company (marketing, finance, operations, leadership) often speak different "languages." Analysts help translate the data in ways each group can understand and use.

6. **Competitive Edge**: In many industries, being data-driven is a big advantage. Companies that use data well tend to make better decisions, adapt faster, and outperform those that don't.

What is an Analyst's role & responsibilities?

Detective part	**What they do & how**
Collect data	Gather data from different sources (sales systems, market reports, customer feedback, web analytics, etc.).
Ensure data integrity	Make sure the data is accurate, clean (no weird errors), and reliable. Garbage in → garbage out.
Analyse patterns	Using statistical tools, looking for trends, outliers, and correlations. Eg, maybe sales drop every February, maybe customers who click a certain ad also buy another product later.
Build models and forecast	For more advanced analysts: create models (math or statistical) to predict what might happen under different scenarios.

Storyteller Part	What they do & how
Visualization & Reporting	Turn numbers into charts, graphs, dashboards; write reports that non-data people can understand.
Communicate with Stakeholders	Talk to teams, managers, lead and explain what the data says, what it means in business terms.
Make Recommendations	Suggest what action to take. Should we change a process? Invest more somewhere? Stop doing something that's not working?

Advisor / Improvement Role	What they do & how
Optimise Business Processes	Find inefficiencies, where things are slowing down, or costing too much; propose improvements. E.g.: streamline production, reduce costs, improve customer satisfaction.
Develop Tools & Systems	Sometimes they build or help build tools (dashboards, data pipelines, databases) so future data collection & analysis is easier.
Stay Up-to-Date	New analytical tools, technologies, statistical techniques, and domain-specific knowledge. Because what works today may improve tomorrow.

How can you become an Analyst?

1. **Get Some Relevant Education**

    - Bachelor's degree in something like math, statistics, economics, computer science, finance, or related.

    - If possible, go for a master's or specialised certifications in data analytics or similar to stand out.

2. **Build the Key Skills**

    - Learn how to use tools & languages like **SQL**, **Python**, **R**.
    - Learn data visualisation: tools like **Tableau**, **Power BI**.
    - Also sharpen problem-solving, critical thinking, and attention to detail.

3. **Gain Practical Experience**

    - Internships or junior analyst roles to work with real data.
    - Do projects (could be personal or freelance) where you analyse data and make reports or visualisations.

4. **Build a Portfolio**

    - Collect examples of your work: case studies, dashboards, reports, etc.
    - Show projects where you solved a real problem using data.

5. **Network & Learn Continuously**

    - Connect with analysts or data people via LinkedIn, meetups, and webinars.
    - Stay updated with new tools, trends (e.g. big data, machine learning), and methods.

6. **Use Certifications / Extra Qualifications If Needed**

    - Certifications in analytics, data tools, etc, to strengthen your profile.
    - If coming from a non-data background, these help show you can do the work.

Key Skills

Core Skills:

- Data Analysis and Statistical Techniques
- Advanced Excel and Spreadsheet Proficiency
- Programming Skills (e.g., Python, R, SQL)
- Data Visualisation and Reporting Tools (e.g., Tableau, Power BI)
- Machine Learning and Predictive Modelling
- Big Data Platforms and Tools (e.g., Hadoop, Spark)
- Business Intelligence (BI) Software Proficiency
- Financial Analysis and Econometrics
- Quantitative Research Methods

- Database Management and Data Warehousing

Soft Skills:

- Communication and Articulation
- Critical Thinking and Problem Solving
- Attention to Detail and Precision
- Adaptability and Flexibility
- Collaboration and Teamwork
- Time Management and Prioritisation
- Creativity and Innovation
- Emotional Intelligence and Interpersonal Skills
- Client Relationship Management
- Leadership and Influence

What's in part 2?

The field of analytics is vast and multifaceted, with a plethora of job titles reflecting the diverse specialisations and expertise required in various industries, we only covered the foundation layer.

In the next part, we'll cover the spectrum of analyst job titles crucial for those looking to forge a career in this dynamic and ever-evolving field.