

Data Analyst

Location: Reading/Newbury/London

Salary: £30,000 to £45,000

Job Type: Permanent

About the job

Role Requirements

We are looking for a **Data Analyst** to join our team. You will work with the strategy team to interrogate data across multiple channels and distil these metrics into actionable insights to inform strategic decision-making. You will need to present findings in a manner that will engage and inspire non-data experts.

You will be the subject matter expert responsible for driving a data-driven culture in the business and help empower and support colleagues to develop their own data skills and ability. You will work collaboratively across our teams and with our clients.

- Lead the data planning for projects to define metrics, KPIs and create full measurement frameworks.
- Set up the collection and organisation of metrics, across multiple channels.
- Apply tools to run data analysis to uncover trends, patterns, correlations, and anomalies that can be used to inform strategic decision-making – from 1st and 3rd party data.
- Create dashboards, reports and data visualisations (where relevant).
- Perform data cleansing, transformation, and validation to ensure continued data accuracy.
- Work with diverse teams in particular strategy and account management departments, and liaise directly with clients.

You will bring:

- Experience translating complex data into clear and meaningful insights and applicable recommendations
- Experience liaising directly with clients
- An understanding of the advertising industry and landscape.
- Experience with Cloud Analytics and familiarity with other website analytics tools such as Adobe, Hotjar etc.
- Advanced Excel skills (can write advanced macros, etc.) and familiarity with using other data analysis techniques such as R, Python, SAS etc.