

DATA ANALYST

Who we are

CGA are a leading customer experience consultancy with a global footprint, specialising in the use of brand and customer insight in the delivery of integrated, innovative and cost-effective customer propositions.

Our client base is broad and global; retail and consumer goods, transport, aviation, commercial property, travel and leisure, healthcare, and we help them to discover what kinds of experience their customers will value and what kind of 'journey' through their business will engage them in the most effective way. We use insight and our proprietary methodologies, HEARTBEAT® & HEARTBEAT® Pulse, to help shape culture change and drive customer engagement.

We have developed a unique set of processes that allow businesses to become more emotionally in tune with their customers, unlocking the potential to engage them in longer, more profitable relationships. We're passionate about delivering significant measurable results to our clients through the design and delivery of great customer experiences, as well as internal transformation programmes to ensure clients are capable and fit for purpose to deliver a compelling and sustainable proposition.

Our team of "Navigators" is what makes CGA's approach unique. We're not like traditional consultants. We're CX experts who have all held business management positions and know what it feels like to deliver a customer change programme. Each and every one of us is committed to the customer cause, focused on helping our clients deliver their customer experience management strategy. Our empathy is twofold. Crucially, it lies first with the customer – our expertise is to see everything through their eyes. Secondly, because we come from business and customer experience management backgrounds, we empathise with our clients and structure our guidance accordingly. Authentic, honest and refreshingly objective, we take the time to understand business priorities – listening and learning before recommending and acting.

The Opportunity

CGA have consistently delivered relevant data and insight as part of our CX programmes, but we have not optimised the potential for this insight and not managed its contribution to our products and client projects as effectively as we could. We are enjoying significant growth driven by our talented team and unique methodology, and we are creating a new structure to support this growth and deliver on exciting opportunities already in the pipeline.

Much of this new phase of growth will be dependent on positioning the business as a leading provider of consumer intelligence, expert experience analysis and relevant market and organisational data. We are looking to optimise our data analytical capability, utilising data interrogation and visualisation to generate compelling data and insights stories for our clients, and are now looking to recruit a data analyst to play a critical role in delivering this ambition.

Key Focus and Responsibilities

- Apply tools and techniques for data analysis and data visualisation to client programmes of work
- Identify, collect, and migrate data to and from a range of systems, deliver dashboard solutions and resolve design issues and risks
- Manage, clean, abstract, and aggregate data using a range of analytical studies
- Manage data formatting and delivery from 3rd party providers
- Manipulate and link different data sets from our own and client data feeds
- Summarise and present data and conclusions in the most appropriate format for colleagues and clients to act upon
- Identify key customer and business data stories for our clients
- Help our clients link customer experience performance with key business performance measures
- Proactively drive continuous improvement of existing dashboards and data visualisation tools
- Develop our data analytical tools and capability to further enhance our client product offering, in particular, developing our HEARTBEAT® Pulse, continuous CX tracking
- Ensure data management, handling and governance is compliant and follows best practise guidance
- Educate business users how to use data visualisations throughout the decision-making process, championing a data-driven approach to CX improvement

The Successful Applicant

Passionate about data, data visualisation and storytelling, the ideal candidate will have an aptitude for problem solving and be excited about the possibilities of applying data to business decision making and customer improvement. Able to communicate with technical and non-technical audiences, the candidate will demonstrate a real curiosity, innovation, and interest in developing new approaches, whilst being committed to data integrity and management. Understanding of statistical analytical techniques is essential and a familiarity with Displayr or Q software preferable, although software training can be provided for candidates that demonstrate transferable skills.

Required Skills

- **Analysis and synthesis:** You can select and apply appropriate analytical techniques for the careful analysis of data and synthesis of findings, to present solutions and clear findings that colleagues can understand and use.
- **Communication:** You can understand how to share insights with stakeholders and demonstrate strong verbal and written communication skills. You can listen to and interpret the needs of colleagues and clients and communicate effectively with technical and non-technical stakeholders. You can support and host discussions within a multidisciplinary team, and be an advocate for data analysis and application.
- **Data modelling and enrichment:** You can help define and support the use of common toolsets for data analysis and modelling. You can understand conceptual, logical and physical data modelling. You can understand different tools and can compare different data models to select most suitable. You can use data integration tools to integrate and store data, and advise teams on best practice.
- **Data visualisation:** You can interpret requirements and present data in a clear and compelling way, using graphical representations and data visualisations. You tell compelling stories that are relevant to business goals and can be acted upon. You can present, communicate and disseminate data appropriately and with influence.
- **Data quality assurance, validation and cleansing:** You can identify appropriate ways to collect, collate and prepare data including advising on research approaches and statistical analysis techniques. You can determine if data is accurate and fit for purpose. You can conduct data quality assurance, validation, and data cleansing as appropriate and can deliver the assurance of data safety and security.
- **IT and mathematics:** You can demonstrate IT and mathematical skills through relevant qualifications or work experience.
- **Logical and creative thinking:** You can apply logic and creativity to approach and resolve problems.
- **Project management:** You can work with stakeholders to gather requirements and deliver findings. You can work to internal and client deadlines, liaise effectively with colleagues, and deliver in a timely way.
- **Statistical methods and data analysis:** You can demonstrate knowledge of statistical methodologies and data analysis techniques. You can understand how and when to practically apply existing best practice solutions.

Other Information

- Applications from graduates are welcome. Where work experience cannot be demonstrated, appropriate skills and attitude will be considered
- This is a full-time role but flexible and/or part time options will be considered for applications from the right candidate
- Competitive salary, bonus and benefits
- Hybrid working environment with some travel to office, client and other sites required
- Non-disclosure agreement to be signed in advance

Benefits

- Salary £27-40k dependent upon experience
- 25 days holiday
- Pension and wellbeing days upon completion of probation

If you are interested in applying, please send your CV to us by email at info@cgaexperience.com.