



# WE NEED YOU

## WE'RE LOOKING FOR

### OMNICHANNEL INSIGHTS ANALYST

#### LOCATION:

Samsung HQ, Chertsey

#### WORKING HOURS:

Monday to Friday, 37.5 hours per week

#### SALARY:

£40,000 per annum

#### OTHER BENEFITS:

10% Bonus, Life Assurance, PerkBox Discounts, Aviva Pension, Samsung Discounts, Company Sick Pay

#### CONTACT TYPE:

Permanent

#### REPORTING IN TO:

Omnichannel Insights and Analytics Manager

## WE'RE LOOKING FOR A RETAIL INSIGHT ANALYST

As an Omnichannel Insight Analyst, you'll generate insights that can help the channel management teams in their decision-making process. You'll analyse a wide range of data from multiple sources, from sales to customer and market research, delivering actionable insights to stakeholders through clear presentations that support performance tracking and strategic decision-making. You'll will drive market and consumer research projects, working with external agencies to uncover key trends, opportunities, and risks.

In this role, you will also generate and maintain regular performance reports, collaborate closely with omnichannel and marketing teams to meet their data needs, and work closely with external partners to ensure research aligns with business goals.

## TO MAKE A REAL DIFFERENCE IN THESE AREAS


### REPORTING AND INSIGHTS

- Aggregate and analyse data from multiple sources, providing stakeholders with timely, meaningful, and actionable insights on both an ad-hoc and regular basis. Identify underlying problems and root causes to inform solutions.
- Analyse research data to uncover trends, opportunities, and risks, and present key findings to stakeholders in a clear and actionable manner.
- Create comprehensive presentations that support performance tracking and strategic development, utilising research insights to inform decision-making.
- Generate and maintain weekly, monthly, and daily reports to ensure stakeholders have access to accurate and timely data, enabling them to track performance and identify growth opportunities.

### MARKET RESEARCH

- Conduct market and consumer research projects with the research agencies such as mystery shop project.
- Responsible for producing insights centred around customer and mystery shop data

### STAKEHOLDER MANAGEMENT

- Collaborate with stakeholders across the Omnichannel and Marketing departments to understand their data and insight needs, delivering insights that support their specific goals and objectives.
  - Build strong relationships with key stakeholders to influence business decisions and support the achievement of channel-specific targets.
  - Work closely with external agency partners, ensuring their projects align with the business' goals and provide valuable insights.
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## OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You have strong analytical skills and are comfortable with numbers
- You've got an understanding of AB testing and statistical rules behind market research and analytics
- You've got strong story telling skills
- You're passionate about the technology and mobile industry, experience within this would be advantageous
- You've got an excellent eye for detail. You can identify trends and patterns of information and can communicate findings in a clear and concise manner
- You're an expert at building and maintaining effective working relationships with various teams, as well as external vendors
- You have strong knowledge of MS Excel and SQL
- Knowledge of other languages like Python and data visualisation tools like Power BI and Qlik is a plus
- If you're a recent graduate with a degree in a relevant field, we encourage you to apply!

**Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.**

