Senior Data Analyst

Description

Company Description

This role is available for Hybrid working from our central London office.

Hi! We're UW. We're on a mission to take the headache out of utilities by providing them all in one place. One bill for energy, broadband, mobile and insurance and a whole lot of savings!

We're aiming to double in size as we help more people to stop wasting time and money. Big ambitions, to be delivered by people like you.

Got your attention? Read on…

We put people first. It's all about you..

We are looking to recruit a Senior Data Analyst to join our Data Team. You will work in a team alongside other analysts, Data Scientists and Data Engineers to develop insights for stakeholders, primarily Product Managers in the UW Customer Experience (CX) Product teams. This role requires hands-on activities and is fully embedded in the delivery of technical solutions**.**

As a Senior Data Analyst, you will collaborate with business and product teams to develop and deliver data analytics projects, providing actionable, data-driven insights and recommendations. You will translate complex information into requirements and business processes, working with stakeholders to prioritise projects and ask the right questions. Your role includes performing advanced data modelling, transforming raw, uncleaned data into well-structured data suitable for reporting, visualisation, and advanced analytics. You will work closely with software engineers to understand user workflows and collaborate on defining behavioural tracking events. Becoming a data subject matter expert in your specific domain, you will serve as the go-to person for advice and guidance. You will drive the adoption of optimisation and experimentation within your core analytics area, create high-quality visualisations using Looker to tell compelling stories and deliver value to stakeholders, and manage strategic dashboards and KPI reporting. Additionally, you will collaborate with Data Engineers to develop and adjust data models as required, and teach, mentor, and support junior data analysts.

All that being said, here's the key skills and experience we're looking for:

- You have a wealth of experience in business insights and data analytics (exploratory and descriptive analysis).

- You are routinely hands-on with Advanced SQL (analytical functions, window functions, pivots) and data visualisation tools. Experience with Python is desired.

- You're adept at creating and shaping datasets (as opposed to making use of prepared data). Experience with data modelling tools such as Dataform or dbt would be highly advantageous.

Hiring organization
Candidate-1st

Employment Type
Full-time

Beginning of employment
asap

Job Location
London, United Kingdom

Working Hours
40

Base Salary
euro GBP 80K - 120K *

Date posted
May 22, 2024

- You're used to managing time to produce high-quality work to deadlines.

- Experience with BQ / GCP / Looker / Terraform will be beneficial.

- Familiarity with SaaS would be ideal (Mixpanel/Google Analytics, CDP, MVT platforms etc.)

- You're used to working within a diverse team spanning business leaders, product managers, software engineers and data scientists.

We work together. Your team and the people you will work with...

This is a cross-functional team at UW that is primarily focused on driving acquisition of new UW customers, but is also working on digital campaigns for UW Partners and cross-sell opportunities for existing UW customers. UW is a unique business because our customer growth has been through word-of-mouth channels, but the Digital Marketing Team's activity has propelled customer growth further in the past few years and has become a key part of our marketing activity.

We deliver progress. What you'll do and how you will make an impact.

Digital Analytics at UW is at the forefront of:

- Developing 360-degree views of our customers, Partners and prospects from rich behavioural data.
- Empowering stakeholders in over 20 product teams, Digital Marketing and other areas of the business to uncover actionable insights from user journeys.

There are three key categories of activities for this role:

- **Building and refining web analytics dashboards:** We have some self-serve dashboards that give a holistic view of the 100,000s of users who reach the UW website every week and form "BAU analytics" now for stakeholders in the business, but in this role you would refine the analytics further with data from other data sources so that the business value from the data can be taken to the next level.
- **Undertaking deep dive analytics:** UW's business model and the Partner network bring unique challenges to understand how users interact with our marketing campaigns. You will do deep dive analytics to understand how our campaigns are performing (on metrics such as CLTV, CAC, etc.), so that stakeholders can take meaningful action to improve how we direct our marketing spend & efforts.
- **Enhancing our attribution efforts:** We have invested in the past year in richer first-party tracking and behavioural data that we can utilise in our data layer. You will utilise more server-side tracking in our marketing analytics, so that UW enhances how it does attribution.

So why pick UW?

We've got big ambitions so there's going to be plenty of challenges. There are also a lot of benefits:

- An industry benchmarked salary. We'll share it during your first conversation.
- Share Options and Save as You Earn scheme.

- Hybrid working, with 2 days in the office.
- Discount on our services and you get our coveted Cashback Card for free.
- A matched contribution pension scheme and life assurance up to 4x your salary.
- Family-friendly policies, designed to help you and your family thrive.
- Discounted private health insurance, access to an Employee Assistance line and a free Virtual GP.
- Belonging groups that help UW shape an even more inclusive future.
- A commitment to helping you develop and grow in your role.

Apply here!

You've got this far… Hit apply – we can't wait to hear from you! Worried you don't hit all the criteria? We welcome applications from diverse and varied backgrounds so get your application in and let's chat!

Cameron Streader will be your point of contact throughout the recruitment process.

Additional Information

We provide equal opportunities, a diverse and inclusive work environment, and fairness for everyone. You are welcome to apply no matter your age, disability, gender, marriage or civil partnership status, pregnancy and maternity status, race, religion or belief, or sexual orientation. If you need any help, support, or advice at any point during the hiring process please just let us know.

Please note, if you are applying for a role which involves having access to personal data, you will be subject to a background check. Where checks are unsatisfactory or incomplete and/or a failure to reveal information relating to convictions that you are required to identify as part of the background checks, could lead to withdrawal of an offer of employment.

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

GBP 80K – 120K *