
Data Analyst

Job Description

Reports to: Business Intelligence Manager

Location: Leamington HQ, Hybrid

Employment Type: Full-time

Company Core Values

At Widgit, we're proud to be a purpose-driven software company and Certified B Corp. Putting people before profit, we're committed to making a positive difference to the communities we serve, and the planet we call home.

Our core values of integrity, kindness and quality shape everything we do. Whether we're designing symbol-supported resources, supporting schools, or working together as a team, we expect everyone to reflect these values in their day-to-day work.

Being a B Corp means we believe business should be a force for good. We want our work to have a lasting, positive impact, not just for those we work with now, but for future generations too. That's why we aim to operate with care, respect, and consideration for others, in everything we do.

We ask all team members to bring a positive, thoughtful attitude to their work, both inside and outside the office, so we may continue to grow a culture we're proud of and make a real difference through our products and practices.

Job Purpose

As Widgit continues to expand, our reliance on data and our ability to understand what it is telling us is becoming increasingly important. As a result, we are looking for a Data Analyst to join us to enable Widgit to develop and support our financial and operation reporting requirements including revenue management, SaaS metrics, marketing insights and campaigns, and more.

Working with the Business Intelligence Manager, you will be transforming complex data from multiple sources including Sage Intacct, Widgit's Spirit CRM, legacy systems, and various supporting spreadsheets into actionable insights, and providing input into recommendations based on those insights.

You will use your experience to create and enhance sophisticated self-service dashboards and visualisations to communicate those insights and supporting data to multiple areas of the

business to assist Widgeit in making informed strategic decisions. You will collaborate across Widgeit departments to support ad-hoc reporting and data access to support detailed analysis and activities in areas such as Customer Success and Business and Product Development.

Key Responsibilities

- Develop visualisations and dashboards to effectively communicate insights and accurate business data to users with a range of technical and data knowledge
- Support month-, quarter- and year-end commercial reporting requirements
- Continuously enhance and expand upon existing reporting with additional data and views in support of insight discovery and analysis
- Create and maintain suitable documentation of queries, code and formula in support of usability, reproducibility and audit requirements.
- Understand and challenge reporting requirements from business users with a range of technical and data knowledge
- ETL of data from various sources
- Support and input into the development of the Business Intelligence road map
- Support users of Spirit CRM and other systems in report creation and management

Person Specification

You will have a foundation of solid experience working with and creating visualisations for commercial data, ideally in a SaaS and/or subscription-based environment. A portfolio of data analytics work demonstrating proficiency in SQL, Python, Power BI data visualisation, and analytical problem-solving would be an advantage.

Success in this role consists of the development and publishing of accurate data and related visualisations using suitable methods for data consumers. This includes demonstrating the ability to consistently gather and shape data and reporting requirements from non-technical users and providing guidance and innovation in how to present it back to them.

Characteristics

- Intellectual curiosity
- Attention to detail
- Excellent communication skills
- Self-motivated and self-managing
- Patient and supportive manner
- Positive attitude
- Results orientated

Technical Skills

- Proficient in data visualisation and dashboard creation in Power BI (including DAX formulae) and Excel
- Experience in ETL using Python and Power Query (including M Code formulae) to access and work with SQL, MySQL and other data sources
- Systematic approach to data investigation
- Talent for identifying patterns and insights

- Familiarity with cloud platforms and SaaS and subscription analysis metrics
- Familiarity with CRM-related data and sales funnels and pipelines
- Familiarity with Sage Intacct a bonus

Essential Skills

- Familiarity of GDPR and PII compliance
- Commercially aware
- Reporting and presentation skills
- Exceptional problem-solving skills