ROLE PROFILE

Position Title: Expert Analytics	**Reporting to:** Assistant Director Analytics
Business Unit: Consumer	
Division: Planning & Analysis	**Department:** Analytics

A. ROLE AND CONTEXT

Purpose:	Functional Context:
This role is responsible for strengthening the Business Intelligence & Analytics practice by working closely with BUs on impactful use cases to contribute to business strategy and roadmap. The role will be responsible for developing and maintaining analytics frameworks, Interactive Dashboards, automating tasks using SQL scripts, and designing new data models for various data sources.	Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The Planning & Analysis division is responsible for supporting Marketing BU to put in place annual business plan and strategy. This role supports the department to achieve its objectives.

B. ROLE ACCOUNTABILITIES

- Analysis of different business problems to provide insights and recommendations to assist business stakeholders
- Development of interactive visualization dashboards and reports for relevant stakeholders to help democratize data practice
- Automate tasks using Enterprise reporting tools e.g. Business Objects, PL/SQL scripts to streamline data processing and analysis
- Enrich data landscape by introducing data source models to accommodate evolving business requirements.
- Perform data validation to ensure accuracy, completeness, and consistency of data.
- Develop reports to present insights and findings from data analysis.
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- Handle data provisioning requests from various stakeholders from different BUs
- Plan and introduce new analytics capabilities to enhance data analysis capabilities.
- Collaborate with cross-functional teams to understand requirements and deliver effective solutions.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: No Direct People Management Responsibility: No	**Primary Interactions (Internal/External)**	
	Internal Relationships: Cross Functional	**External Relationships:** Vendors Business Partners

D. KEY PERFORMANCE INDICATORS (KPI)

- Timeliness of Deliverables
- Efficiency and Accuracy in Data Processing
- Report and Dashboard Effectiveness
- Ad Hoc Request Handling
- New Capability Introduction
- Problem-Solving Efficiency
- Collaboration and Communication
- Alignment with Business Goals

ROLE PROFILE

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
10 years' experience in a similar role. Strong Understanding of Telecom Business Proficiency in SQL scripting for data manipulation and automation. Proven experience in analytics frameworks development. Strong communication and collaboration skills. Ability to work effectively in a fast-paced environment and meet tight deadlines. Familiarity with tools such as Teradata, Qlik, SAP BI or similar. Bachelor's degree in computer science, Information Systems, or related field	Bachelor's Degree in Business Administration or Marketing or Engineering **Preferred Certifications / Other Qualifications** Any Relevant Certifications

Technical Competencies	Required Level	Behavioural Competencies	Required Level
DATA CONSUMPTION MANAGEMENT	Advanced	Building Customer Value	Intermediate
DATA ENABLEMENT	Intermediate	Delivering Results & Fostering Collaboration	Intermediate
DATA SOURCING	Intermediate	Shaping Strategy	Intermediate
BIG DATA	Advanced	Driving Change	Basic
ANALYTICS	Advanced	Networking and Influencing Collaboratively	Basic
PLANNING + (P&L FIT)	Intermediate	Leading Teams	Basic

Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >------------------------->----------------------->---------------------->High			