ROLE PROFILE

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

A. ROLE AND CONTEXT

Purpose: This role is responsible for strengthening the Data analytics practice by working closely with different stakeholders including Marketing, Sales, Operations and other Management Services Business Units (Finance, Strategy, Regulatory, Corporate services etc) on impactful use cases to contribute to business strategy and roadmap.	**Functional Context:** 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

- Work as a business translator to understand the business requirements, design and develop automated analytics frameworks
- Analyze business data to identify trends, variances, and areas of improvement.
- Automate tasks using SQL/PL SQL scripts to streamline data processing and analysis.
- Design and develop aggregates to improve data processing efficiency.
- Develop and maintain dashboards, scorecards, and recurring performance reports.
- Partner with business units to define and track relevant KPIs.
- Ensure accuracy and consistency in all reporting outputs.
- Conduct ad hoc analysis and reports to support specific business questions or initiatives.
- Interpret data and present insights in a clear, business-friendly format using management friendly format
- Understanding of CVM and ability to perform detailed analyses of the Universal Control Group (UCG) and Universal Target Group (UTG) to evaluate the effectiveness of CVM strategies and campaigns.
- Collaborate with data engineering or IT teams to ensure data availability and quality.
- Collaborate with cross-functional teams to understand requirements and deliver effective solutions.
- Support monthly and quarterly business reviews with data analysis.
- Maintain documentation of metrics definitions and reporting methodologies.

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)

ROLE PROFILE

- Data Analytics enrichment by creating derived KPIs as well as using new data sources
- Timely delivery, Accuracy and completeness of recurring reports and dashboards
- Business stakeholder satisfaction and adoption of reports and analysis
- Knowledge sharing and workshops for business users
- Innovation and new capability introduction within organization

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	**Minimum Entry Qualifications**
8 years of relevant experience in business data analysis, reporting, or performance analytics. At least 5 years with a telecom operator in similar capacity while working with Commercial teams Proven experience working in the telecommunications industry with a solid understanding of telecom KPIs, business models, and operational metrics. Hands On Experience writing SQL, Aggregates design and Dashboard development tools	Bachelor's Degree in Marketing or Finance or Engineering **Preferred Certifications / Other Qualifications** Certification in leading data Analytics tools

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			