

Reporting Analyst

Reports to: COO

Main interaction with: Director of Client Services, CTO, Director of Sales, HR.

RESPONSIBILITIES

Goal

- Help drive critical business decisions by analyzing metrics and designing reports.

Technical

- Obtain pertinent data from all relevant departments, compile and clean this information, and then proceed to analyze the data.
- Maintain databases and perform updates as necessary to ensure accuracy.
- Responsible for the development and ongoing oversight of Metabase reports and dashboards.
- Responsible for the designing, developing, and supporting a wide range of Metabase dashboard, reports and analyses ranging from operational to strategic, for monitoring and improving business performance.
- Accurately analyze and collect data for various types of business reports.
- Design and execute reporting criteria to leverage data to identify patterns and trends of efficiencies and resource allocation.
- Make recommendations on goals and what types of reports are needed to analyze the data more effectively.
- Analyze gaps in our data and drive practices which help 121eCommerce maintain high quality, reliable performance data.
- Regularly examine data reports to locate and resolve mistakes throughout.
- Interact with appropriate business stakeholders to ensure appropriate management of data and general expectations.
- Work closely with the business process improvement team to ensure unified focus in delivering incremental and consistent business value and visibility to the organization via KPI reporting and analytics.
- Monitor data to identify changes in financial and business trends.
- Be involved in formatting, summarizing, and selecting the right visualization to present the data in a meaningful way.

- Communicate the results of data analysis in written and verbal form to managers.
- Comfortable presenting virtually and in person, both internally and externally (webcast, user conferences, etc.).
- Track and analyze key metrics including pipeline growth, win/loss rates, and quota attainment
- Support the sales team with process improvement, measurement, tracking and analytics relevant to their functional areas
- Partner with Sales and Marketing department to refine lead qualification process, analyze and report on campaign performance with reporting and dashboards
- Enhance sales productivity by enabling the team to work smarter by simplifying processes
- Work with the engineering team to create reporting
 - Completed tasks
 - Code readability
 - Speed of developer
 - Number of bugs
 - Test coverage

QUALIFICATIONS

- Have a healthy balance of analytical, technical and operational experience to design and implement processes and solutions that enable the marketing and software engineering departments to have complete visibility into the metrics that underlie successes and opportunities.
- Analytical skills that allow for the development of data-driven reports
- Knowledge of suitable data analytic processes.
- Demonstrated ability to manage time and prioritize projects to meet deadlines.
- Proven experience creating data-driven knowledge that promotes profitability.
- Ability to use SQL and Microsoft Excel to create pivot tables, graphs and charts
- Capacity to train staff in foundational data entry techniques.
- Ability to create, update, and share databases.
- Strong troubleshooting and report writing abilities.

- Proficient in English.
- Internally motivated, able to work proficiently both independently and in a team environment.
- Strong written and verbal communication skills with both internal team members and external business stakeholders.
- Strong initiative to find ways to improve solutions, systems, and processes.
- Strong leadership and negotiation skills.
- Outstanding lateral thinking abilities
- Demonstrated ability to work with all levels of management and across multiple functional areas
- Demonstrated analytical, organizational, and project management skills
- Ability to lead projects with minimal supervision
- Attention to detail and ability to stay organized in a fast moving environment.
- Strong ability to multitask, set priorities and meet strict deadlines
- Ability to be personable and approachable both with clients and with coworkers.
- A passion for working with people to help them succeed/grow, while building strong and long-lasting relationships with them.