Head of Insights & Analytics

Paddy Power Betfair, Dublin, Ireland

Apply

Working in the Retail Commercial team, this role involves leading a team of analysts (London/Dublin based) to provide usable insights and analytics to drive decision making across all areas of Retail including Commercial, Marketing, Product Development, Operations and Finance. You will play a key role in profitability analysis, betting pattern analytics, offer & pricing optimization and in the communication of insights in these areas to senior management.

This role offers the opportunity to apply your commercial acumen and data analytics skills to solve a wide spectrum of short-term and long-term strategic challenges which make a real difference to the successful operation of Paddy Power Betfair’s Retail business model. You will use your existing skills, allied to your on-the-job learning and energy, to add to the overall company body of knowledge and, through your work, will develop and educate stakeholders who require a thorough understanding of our business. The role offers great potential for progression into obtaining a niche expertise or into the wider commercial organisation.

Key Responsibilities:

- Provide supervisory, analytical and technical guidance for a team of 4 people (Dublin/London based) who are tasked with conducting data-driven research and analysis into financial performance, promotions, marketing campaigns, product innovation, content optimisation and customer life-cycle management
- Translate the insights to recommendations and actions and effectively communicate these across retail and the wider business
- Initiate new strategic projects including defining the hypotheses/questions to be answered, scope out the project timeline and analysis plan, and communicate and drive buy-in amongst the retail senior management team throughout
- Create and manage an effective and transparent workflow process within which all analytical projects are scoped, prioritised, conducted and assessed based on business value add
- Work on multiple concurrent projects focusing on strategic questions and investment decisions from stakeholders within the Retail business
- Drive the strategic agenda of the Retail group, using analytical thinking and skills to drive material changes, including profitability uplift and internal processes improvement
• Manage the relationship with the Retail data team to drive progress and development of the retail data infrastructure and capabilities; a key stepping stone to enable our vision for the shop of the future
• Responsible for performance reporting and automation of key business performance indicators on an ongoing basis and for key commercial campaigns and events
• Own data visualisation and business intelligence processes for the Retail group
• Educate and inspire colleagues in the team with an innovative approach to problem solving and keen technical and data-handling skills. Become a primary contributor to the ongoing debate within the team and across the wider organisation

Technical Competencies:

• Successful track record in a high volume, data-rich, complex online and/or retail business, including excellent understanding of data and analytical technical infrastructure
• Strong communication and stakeholder management skills and a proven track record of driving actions based on data driven analysis
• Passion for the industry and an in depth understanding of how different levers including marketing, proposition, pricing etc. impact business growth at a macro level
• Numerically minded and capable of problem solving, interpreting and communicating potentially complex analysis in a concise way
• Proficient in Excel, Excel VBA, PowerPoint, SQL, Tableau, Qlik and manipulation of large datasets a distinct advantage
• Exposure to Redshift, statistical programs & data visualisation tools is desirable

Education, Qualifications & Experience:

• Requirement of minimum 5-6 years’ experience in a management role where analytical skills were applied in a high-pressure, high-impact, complex & data-rich environment
• Strong preference for 2-3 years of management consultancy or similar experience
• Numeric/analytical degree from a quality establishment
• Excellent understanding of the financial and operational KPIs upon which business decisions are based and against which success is measured
• Extensive commercial experience in a customer-focused analytical, statistical or quantitative role;
• Ability to apply aptitude and analytical rigor to perform structured analysis of data and synthesis into useful formats and bring actionable commercial insights
**Behavioural Competencies:**

- Strategic Mindset: takes a long-term view and anticipates future trends and implications
- Commercial Insights: uses insights to impact commercial drivers
- Drives Results: gets stuck in and achieves results that impact the bottom line with high levels of energy and enthusiasm
- Pro-active: pro-active problem solver who questions the status quo and persistently reviews information sources available to find answers to business-critical challenges
- Collaborates: is a team player – seeks out and build relationships across the organisation to get things done
- Customer focus: thinks about customers 24/7, and puts them at the heart of all that we do

https://www.statsjobs.com/job/head-of-insights-analytics/