

Position Title:	Insights Analyst
Reports to:	Insights Team Lead
Business Unit:	Customer Strategy

Position Summary

Reporting to the Insights Team Lead, the **Insights Analyst** plays a critical role in supporting the Category strategies through analytics, reporting, and Customer behavior modelling. This position is responsible for driving key business insights and solutions through fact-based understanding of the retail environment, market trends and consumer dynamics to evolve the personalized shopping experience.

Job Functions

Essential Responsibilities

- Use a consultative approach to provide strategic decision support to the Category Management team, Customer Strategy Business Unit and other stakeholders as appropriate
- Draw insight from Air Miles data mining, primary and secondary research studies, and internal data sources, for evaluating the strategic impact on the category business
- Lead the analytical process to derive business insights from sales data, Air Miles and consumer data; recommend solutions for business issues and opportunities based on market and consumer analytics
- Evaluate the impact of prevalent factors driving demand, including new product introductions, price changes, promotions and lifts, etc.
- Provide core insights related to promotional activity and oversee timely reporting and analysis of in-market programs
- Advise business unit managers and supplier partners on most effective promotional approaches
- Provide insight-based recommendations for banner and assortment changes

Secondary Responsibilities

- Liaise with IT and Finance to ensure data and financial integrity standards are met
- Play advocacy role within organization regarding analytics capabilities and implementation timeframe
- Stay abreast of industry advancements and trends related to Insights/Rewards programs and report on the potential impacts to the business unit management
- Develop and maintain solid working relationships with internal and external stakeholders;
- Demonstrate commitment to the NSLC's social responsibility mandate and KORE Values
- Demonstrate commitment to workplace health and safety
- Travel as required
- Perform other related duties as assigned

Qualifications

Knowledge, Skills and Abilities

Knowledge

- Thorough understanding of NSLC's business, including pricing/margin, assortment planning, promotions, and marketing activities

- Sound Knowledge of statistical and mathematical modeling, forecasting and analysis techniques
- Strong knowledge of business modeling and analytics, with understanding of business drivers and sensitivity analysis
- Understanding of CRM capabilities and tools; core knowledge of SAP B.I. and Tableau

Skills

- Excellent written and verbal communication skills
- Strong interpersonal skills with history of collaboration and conflict-resolution
- Strategic Thinker
- Outstanding conceptual and problem-solving skills
- Effective project management skills
- Strong computer literacy in standard MS Office and web-based applications; very strong MS Excel skills

Abilities

- Translate analytic insights into actionable marketing and merchandising activity and/or activity that supports NSLC strategic goals
- Detail-focused when appropriate while maintaining strategic perspective
- Comfortable presenting to and influencing other members of the leadership team and Executive Management
- Ability to make sound, independent decisions and work with minimal supervision and administrative support
- Ability to work effectively in a team environment
- Ability to take initiative and motivate oneself to achieve goals and objectives

Education and Experience

Required

- Undergraduate degree in Business Administration or Commerce
- Minimum 4 years of marketing, merchandising, or general management experience, preferably in the retail or consumer packaged goods sectors
- Familiarity and/or experience with Customer Insights and CRM programs / tools
- Experience with retail promotions and vendor relations
- Experience working in a dynamic, cross-functional environment

Preferred

- Direct experience with customer reward/affinity programs
- Experience working in the beverage alcohol industry
- Background in analytics and category/portfolio management

An alternate combination of education and experience may be considered equivalent.