



# Job Specification

## BI Analyst

Description and requirements for the BI Analyst role at HTK

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## Document History

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## About HTK

Since 1996, HTK has been helping businesses use their customer data to deliver personalized experiences that grow sales and retention.

Our cloud-based Horizon platform helps turn marketers turn their customers into repeat spenders and loyal advocates, through insight and meaningful engagement. Horizon is used by global businesses across a range of sectors, to power their CRM / engagement strategies and customer loyalty programs.

Based in Ipswich, UK, our team of marketers and software developers are working hard to help our clients become leaders in customer experience.

To continue the development of our platform and deliver greater insight to our clients, we're seeking an experienced BI Analyst to join our team.

## BI Analyst - Job Description

### Overview

HTK's Horizon platform is a cloud-based service used for loyalty, marketing and customer insight by leading organisations.

Business Intelligence is a key part of the platform, from data mining to analytics. As well as advanced segmentation, Personas and Lifecycle stages, Horizon includes a unique approach - Customer Relationship Scores - that track customer Engagement, Loyalty, Value, Influence and Sentiment.

### Main Activities & Responsibilities

The BI Analyst will:

- Help maintain and develop key data warehouse(s), as well as ensuring all reports are updated and run smoothly
- Be responsible for all development updates required on the data warehouse(s)
- Identify root cause of data issues and provide resolution ensuring data quality and accuracy

- Be responsible for contributing, understanding, designing, implementing and testing the data analysis requirements for all strategic or customer-driven initiatives
- Maintain and enhance product reports and data visualisation
- Become the in-house expert on Machine Learning and associated technologies
- Work closely with the HTK Client Services team, to ensure that HTK customers derive value from the data-centric products and services that HTK delivers

## Essential Skills & Requirements

- 2+ years of relevant experience in a business intelligence role dealing primarily with database development and maintenance
- Experience in data manipulation using SQL, ETL, data warehouse and Excel
- Working knowledge of PowerBI, or another visualisation tool (Microstrategy, Qlik, Tableau)
- Working with AI/ML algorithms
- Knowledge of BI Architecture & Kimball
- OLAP
- Data modelling, Data Analysis & Data Dictionary definition
- SQL Server Integration Services (SSIS) & ETL processes
- Database and query performance tuning
- SQL Server T-SQL
- SQL Server 2016 and above
- AWS Redshift
- AWS Data pipeline

## Desirable Skills

- Big Data
- Visual Analytics
- MDX
- Pentaho or Jasper
- Other BI and database technologies