**Data Analyst Team Lead**

**Overview**

WhereTo is seeking a driven and experienced Data Analyst Team Lead to build and lead our data team as we work to centralize and analyze our data. This role is key to driving insights that will inform product prioritization, business strategy, and operational success. You will also take a leadership role in shaping and owning our data strategy, ensuring that data is leveraged effectively across the organization to drive strategic decisions and long-term growth.

At WhereTo, we’re committed to leveraging data to shape the future of our business, allowing us to be proactive rather than reactive. By building a unified data team that integrates closely with cross-functional partners, you will ensure that the insights generated have a direct impact on our strategic decisions. You will also play a crucial role in leading a team of data professionals, as well as collaborating with Flight Centre’s data team to align on tools, systems, and best practices.

If you are passionate about data, thrive in a collaborative environment, and are ready to help build a team from the ground up, we encourage you to apply and make a significant impact on WhereTo’s data-driven journey.

**Responsibilities:**

* **Team Leadership and Mentorship:**
  + Lead and manage a small team of data analysts, providing mentorship, direction, and technical guidance to ensure the team delivers actionable insights.
  + Foster a culture of continuous learning and improvement within the team, enabling data-driven decisions that impact business strategy.
* **Data Strategy Leadership:**
  + Play a key role in designing, owning, and implementing our data strategy to ensure data is centralized and leveraged for critical decision-making and long-term growth.
* **Data Centralization and Analysis:**
  + Centralize and structure data from internal and external sources, building a single source of truth that directly informs prioritization and decision-making processes.
  + Perform advanced data analysis to identify trends, generate insights, and present recommendations that support strategic business and product decisions.
* **Proactive Insights and Prioritization Support:**
  + Anticipate the data needs of product and business teams by proactively delivering insights that inform key prioritization and decision-making, without waiting for specific requests.
  + Collaborate with Product, Engineering, and other teams to ensure data insights guide product roadmaps, operational efficiency, and long-term strategy.
* **Data Reporting and Visualization:**
  + Design and oversee the creation of reports, dashboards, and visualizations to track KPIs and other metrics that help evaluate product performance and guide decision-making.
  + Ensure data is accessible and actionable for stakeholders, aiding in prioritizing initiatives based on data-driven evidence.
* **Systems and Process Integration:**
  + Work closely with the FCTG data team to align on tools (PowerBI, Apache Spark), systems, and processes, ensuring data operations are streamlined and scalable.
  + Lead onboarding and training efforts to align your team with FCTG’s existing data processes, tools, and architecture.
* **Hiring and Onboarding:**
  + Play an active role in the hiring process, contributing to the evaluation of technical proficiency during interviews for data team roles.
  + Support the professional development of team members through structured onboarding and ongoing access to training and data tools.

**Qualifications:**

* **Leadership Experience:**
  + 3+ years in data analysis, with at least 1 year leading teams to deliver actionable insights that drive business strategy and prioritization.
* **Strategic Insight Generation:**
  + Proven ability to use data to shape decision-making and product prioritization, with a focus on actionable business recommendations.
* **Technical Expertise:**
  + Strong experience in data visualization (PowerBI), data processing (Apache Spark), and building reports/dashboards that clearly communicate insights.
* **Analytical Skills:**
  + Proficiency in SQL, Python, or R for data analysis, including experience with data modeling and complex problem-solving.
  + Experience working with structured and unstructured data.
* **Data Architecture Knowledge:**
  + Familiarity with data warehousing and large-scale data storage systems to centralize and make data accessible.
* **Cross-Functional Collaboration:**
  + Experience working closely with Product and Engineering teams to anticipate data needs and deliver relevant insights.
* **Communication Skills:**
  + Ability to translate data into clear, actionable recommendations for non-technical stakeholders.

**Preferred Qualifications:**

* **Industry Experience:**
  + Experience in travel or tech industries, applying data insights to product and business strategy.
* **Advanced Analytics:**
  + Knowledge of machine learning or predictive analytics to generate forward-looking insights.
* **Technologies:**
  + Familiarity with Microsoft Fabric.