Business Insights and Reporting: Reporting & Analytics - Data Specialist

Virgin Australia strategic objectives

Australia's Favourite Airline Group. Leading through loyalty – customers, partners and community

1. Impress our customers
2. Strengthen our relationships
3. Be business smart

4. Put safety first and deliver operational excellence
5. Our people at their best

Level	2A/B	Location	BNE – Virgin Village
Department	Business Insights and Reporting	**Division**	Business Services
Group	Business Insights and Reporting	**Direct Reports**	Nil
Reports to	Leader, Reporting & Insights	**Manager once removed (MOR)**	General Manager, Business Insights and Reporting
Role Scope	-	**Created / Updated**	19 / January / 2016

Role Summary

Role purpose

The Business Insights and Reporting division supports the business to meet its strategic outcomes through the delivery of sophisticated insights, analysis and reporting. Additionally, the division ensures that capital deployed is aligned with the airline's strategy and will support the business by identifying, evaluating and assisting in the delivery of initiatives across the Group. Positioned within Business Insights and Reporting division, the Reporting and Analytics Team's core responsibilities centre on the provision of high quality timely, accurate reporting and analytical support.

The Data Specialist contributes to Virgin Australia's strategic direction, profitability and performance improvement by enhancing data availability and enabling efficient intelligent reporting. Working with the Reporting and Analytics team and collaboratively with the Data Warehouse team, the Data Specialist will focus on extracting useful information from real-world data stored in multiple and disparate systems to enable meaningful and insightful business reporting.

The Data Specialist will provide business support to the Data Warehouse and online marketing teams on topics including the structure of data, data compliance and new data cleansing and verification. The ability to guide and support teammates in building automated reporting in multiple areas of data and analytics and improving process efficiencies is also a key component of this role.

The Data Specialist will provide support to the online marketing team for forecasting, campaign recipient creation, data modelling, and general data related tasks that require specialised skills.

Based on the scope of the data and broad range of business areas supported, expertise covering a number of tools such as Hadoop, SAS, R, Python, Greenplum, SQL and Cognos is required.

Accountabilities and Key Metrics

Accountability	Major activities	Key Metrics
1. Data Collation and Extraction	• Collect specialist data requirements from the business and translate these into best practice data collation. • Audit data to ensure accuracy and consistency. • Maintain documentation of business processes and where relevant, data dictionaries. • Provide guidance on optimal ways to access underlying data when there are complex or multi system requirements. • Offer best practice recommendations for data extraction. • Develop and support governance processes for new data sources. • Act as the "go-to" expert on data cleanse and verification aspects of new data, specifically, ensuring the final dataset conforms to pre-defined standards set by the business requirements.	• Availability of underlying data to support analytical and reporting requirements. • New data is available for analysis per agreed timelines. • Data extracted meets pre-determined requirements. • Data is appropriately documented and structured • Reports and data extracts are delivered with clear, reliable and accurate information. • Work is completed efficiently, in a timely manner.
2. Business Acumen and Process Efficiency	• Prioritise requests for IT and infrastructure resources to ensure business benefit is maximised across functional areas • Provide assistance and advice on the appropriate business intelligence tools for the business. • Have a solid understanding of the business direction and business processes. • Actively seek improvement opportunities in systems and skills both from within the team and external. • Focus on automation and process efficiency, providing guidance, advice and assistance where relevant. • Ad hoc reporting and analyses for internal distribution.	• Completion of Reporting & Analytics projects requiring IT resources as per agreed time frame and budget • Efficiency improvements for the production of routine reports and accessing data • Provision of internal training and skill development within the Reporting and Analytics team.

Accountability	Major activities	Key Metrics
3. Customer	• Build relationships with internal and external stakeholders to develop an understanding of the relevant business areas. • Ability to comprehend and translate specialist data requirements to ensure expectations are understood and managed within the business.	• Data is structured and available to meet business reporting and analytical requirements • Quality of underlying data within reports and presentations is high and delivered within the agreed timeframe. • Consistent messages are conveyed when reports are delivered to various departments.
4. People	• Contribute as part of a team to deliver a seamless service to stakeholders and customers.	• Key stakeholder and customer feedback
5. Training	• Have a willingness to share knowledge, to assist in building the overall team knowledge and capabilities. • Ensure all safety policies and procedures are adhered to and mandatory training remains current	• Demonstrate examples of knowledge sharing amongst the team. • All mandatory safety training is completed successfully by the due date • Safety or other risks are escalated to the manager in a timely manner as appropriate.

Decision Making Authority

Decisions role expected to make	Recommendations role expected to make
Appropriate data to be extracted. The data considered to be "the source of truth"	Identify areas where efficiencies can be made Identify opportunities to improve automation and current tools Recommend process changes that will address any changes in the business environment

Values and behaviours

We think customer
- Our customers are at the heart of everything we do
- We are passionate about creating an outstanding flying experience
- We deliver consistently high service internally and externally

We do the right thing
- We always put safety first
- We act with integrity and honesty

- We create a sustainable and inclusive environment for our people and the community

We lead the way
- We lead by example
- We have the courage to think differently
- We innovate

We are determined to deliver
- We do what we say we're going to do
- We are responsive
- We are committed to excellence in all we do

Together we make the difference
- We work together to achieve success
- We consider our impact on others
- Our people set us apart

Expertise

	Must have	Great to have
Knowledge/qualifications	• Tertiary education or equivalent relevant business experience. • A broad understanding of complex business environments • Have expert knowledge of 'Big Data' infrastructure and analysis tools • In-depth knowledge of data warehousing architecture and enterprise data platforms	• An understanding of the airline business • An understanding of key airline systems • Experience in advising on database structure, design and data collection for use in reporting and analysis. • Strong statistical capabilities and an understanding of descriptive and inferential statistics.

Skills	• Advanced Microsoft Excel skills for example, VBA and/or PowerPivot
	• A strong understanding of Business Intelligence reporting tools
	• Highly developed written, verbal and numerical communication skills
	• Ability to influence people and make decisions
	• Excellent organisational skills
	• The ability to communicate complex concepts to key stakeholders clearly and effectively.
		• Advanced user more than one of the following:
		  o IBM Cognos
		  o SAS
		  o TM1
		  o Oracle
		  o SQL
		  o Hadoop
		  o Greenplum
		  o Forecasting/budgeting
		  o Any other relevant Business Intelligence tool
		• Advanced user of PowerPoint

Experience	• Experience of developing and executing strategies for data cleansing and verification in	• Previous experience working within an airline environment.

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Virgin Australia position description - [Insert Position Name]

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	Must have	Great to have
	areas where minimal user information exists. • Experience using data analysis and profiling techniques to determine data quality issues / trends. • Excellent IT skills, in particular MS Excel & databases - deep knowledge of Excel (Macro level, Known Functions and how to calculate complex Analytics) • Demonstrated knowledge and experience in data cleansing. • Demonstrated analytical ability • Demonstrated solving ambiguous business problems	• A focus on Data modelling with a passion for investigating and creating innovative ways to incorporate large volume data and advanced analytics into innovative and commercially focused outcomes. • Stakeholder management

Key interactions

Internal	All internal Operational departments, Information Services (IT), Finance, Brand and Customer experience, Commercial including Sales, Government Relations, Public Affairs, Group Initiatives Office
External	other airlines and industry groups, software and service providers that impact operational performance or cost (e.g. fuel, air traffic services, airports).

Sign off

I have read and understand the requirements of this position. I agree to consult with my Leader should I not understand the key accountabilities or expectations of me. I will carry out the position to the best of my ability and understand I must meet required performance standards and targets. I accept the responsibilities of the position as outlined above.

I understand the position description for my role is constantly evolving, based on emerging priorities and shifts in organisational and department needs, and therefore will be updated from time to time.

Team member name: [Add name]	Signature:	Date: [Add date]
Leader's Name: [Add name]	Signature:	Date: [Add date]