



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Job Title</b>	Business Analytics Manager
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Global Marketing
<b>Location</b>	Richmond
<b>Team Leader</b>	Head of Business Analytics
<b>Team Members</b>	No
<b>Job Level</b>	4a
<b>Role Purpose</b>	
Deliver actionable reporting and evidence-based insights to support the organization in achieving its objectives by leveraging and connecting different commercial data sources to drive informed data-driven growth	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Analyse commercial data to identify risks and opportunities - with greater focus to priority brands and markets - and ensure a clear diagnosis of performance with insights that can be actioned to unlock growth opportunities</li><li>• Connect all the different commercial data sources and leverage relevant consumer related insights from the Global CMI team and the Local markets to provide a consolidated view on performance and data-driven recommendations for growth</li><li>• Develop commercial insights to optimise brand or portfolio performance across channels and markets, building out analysis and reporting across on- and off-trade &amp; e-commerce channels</li><li>• Work as a business partner with the Sales Operations Managers in the Analytics team and with the Local and Global stakeholders to provide data-driven recommendations that leverage insights to inform more ad hoc risks and opportunities</li><li>• Develop a common understanding across the markets and Global teams of metrics and targets reported across key commercial growth drivers including but inclusive to share, distribution, pricing, rate of sale, promotion and innovation</li><li>• Work closely with local and global stakeholders to accelerate flow of insight between global and local teams and build a learning culture</li></ul>	



WILLIAM GRANT & SONS

- Support with the development or enhancement of dashboards, scorecards, reports and other tools (e.g. price elasticity tool) to facilitate data accessibility and understanding across the organization
- Leverage Global analytics tools like the Price elasticity tool and MMM insights to support with the delivery of insights to action
- Adhere to relevant WG&S' reporting standards and data governance procedures

<b>Created by:</b>	Iain Leopold
<b>Creation Date:</b>	17 <sup>th</sup> July 2024
<b>HRBP:</b>	
<b>Date of last revision:</b>	