Senior, Business Insights Analyst
New York, NY, United States

JOB DESCRIPTION

About:

Macy’s is proudly America’s Department Store. For more than 160 years, Macy’s has served generations at every stage of their lives. Customers come to us for fashion, value and celebration. Now is an exciting time to join Macy’s, Inc. The face of retail is changing, and change requires innovation.

Macy's, Inc has established an Enterprise Data & Analytics team to further grow our capabilities in support of our mission to be a data-led, customer-centric company. This team will focus on accelerating impact from analytics, coordinating an enterprise-wide roadmap, building analytics capabilities to support projects and ensuring proper data governance and management. This team will lead the charge to execute on our vision to build profitable lifetime customer relationships by embedding data & analytics at the heart of everything we do.

Job Overview:

The Senior Business Insights Analyst will execute analytics and develop insights, tools and reports for prioritized use cases. The Senior Analyst will perform advanced analytics and build key dashboards for business users to leverage in a usable format to drive business decisions and key operational processes. In this role, the Senior Business Insights Analysts will partner with executive level business stakeholders and technical partners to successfully support use case delivery. Perform other duties as assigned.

Essential Functions:

Analytics

• Translate business needs into well-defined analytics projects.
• Execute advanced analytics, business intelligence (BI), and reporting that aids data-driven business decision making and process automation.
• Identify trends from sources of raw data to increase the efficiency of the organization.
• Cross-communicate between analysts and business teams, including senior leaders.
• Think logically toward problem solving with keen insights for business solutions and the analytical steps required to execute them through dashboards and reports.
• Design and enable dynamic dashboards that allow users to "double-click" on key aggregated values to see the next level of detail.
• Provide support to Data Architect and Data Engineer to define and develop the required data structures and databases that help to simplify and accelerate BI reporting.
• Provide support to business to ensure successful use case delivery in Business Units.

Culture
Community builder to foster data and analytics culture and to support data-driven thinking and discussions across priority analytics use case.
- Support businesses in data & analytics capability building.
- Embody data-driven culture at Macy's.
- Support user adoption of analytical tools and methods and embrace data in strategic business decisions.
- Bolster awareness, knowledge and conviction around data-driven practices and behaviors, increasing digital IQ of BUs.

Key Performance Indicators
- Use case value delivery to business.
- Development of reports and dashboards.
- Usage of reports and dashboards in strategic business decisions.

Qualifications and Competencies:
- Bachelor's Degree from a 4-year college or university
- 5+ years of work experience, and at least 3 years of demonstrable experience in the role’s relevant technologies and field of expertise.
- Demonstrated track record of proficiency working in advanced analytics, experience with SQL, writing code and using data visualization, BI software and/or reporting tools (e.g. PowerBI and Tableau).
- Ability to automate data sources and visual insights.
- Experience in leveraging data cleaning, transformation, analytics and reporting from large data sets to support use cases and drive business value.
- Ability to effectively share technical information, communicate technical issues and solutions to all levels of business
- Able to juggle multiple projects - can identify primary and secondary objectives, prioritize time and communicate timeline to team members
- Ability and desire to take product/project ownership
- Ability to think creatively, strategically and technically
- Ability to work a flexible schedule based on department and Company needs.
- Demonstrated ability to utilize cloud based databases to retrieve and build data tables (e.g. Google Big Query)