

# Position description



<b>Title</b> Data Analyst	<b>Reports to</b> Data Insights Lead
<b>Division</b> Innovation & Product	<b>Department</b> Data & Analytics
<b>Location</b> Auckland	<b>Last updated</b> 15/05/2023

## Our commitment as a Crown Entity

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hāpori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

## Role purpose

The primary focus of this role is to support the business to make informed decisions based on accurate data analysis & insight. This will be achieved through providing robust analysis, modelling, reporting & insights across our products & channels.

You will support with relevant insights and visualisations to support strategic planning and board reporting, as well as be an internal expert on game odds, probabilities and statistics.

# What you will focus on

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## **Analytics & Insight**

- [Present analysis and modelling back to the business in a clear and concise way.](#)
- [Assist in the setting of measurable targets for key business initiatives.](#)
- [Encourage a culture of curiosity and knowledge-based decision making.](#)
- [Be involved in projects and key campaigns at initial stage to help set objectives and agree up front formal review process.](#)
- [Demonstrate and communicate an intimate understanding of Lotto NZ customers and the market.](#)
- [Support all relevant business critical decisions with accurate, insightful, and timely analysis.](#)
- Develop a clear and deep understanding of sales, trends & customer behaviour to provide relevant and actionable information back to the business.
- Assist the Data Insights Lead to support strategic decision making through delivery of accurate & relevant data, analysis and actionable insight.
- [Help to set up analytics automation and help to realise our strategic direction of self-service analytics using advanced tools](#)

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## **Reporting, Visualisations & Data Story Telling**

- You will design and build reports and dashboards that tell a story through data, utilising effective data visualisations where appropriate to suit the audience.
- Effectively present the meaning of these reports to the audience, ensuring valuable insights are brought to life in order to support decision making.
- Proactively present key insights through effective reporting and visualisations.
- Be a subject matter expert on PowerBI - our in-house data visualisation tool, ensuring the analytics team are kept informed of product roadmap and enhancements.
- Encourage a culture of curiosity and knowledge-based decision making.
- Accurate and timely reporting to the business as required and meeting deadlines for this. You will also assist with increasing automation and self-service.

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## **Data Modelling & Business Intelligence**

- Maintain a thorough understanding of Lotto NZ's Business Intelligence environment, including a high-level understanding of source data flows and ETL processes.
- Design and build ad-hoc data models where required, integrating any new data sources that support strategic initiatives.
- Demonstrably highly proficient at writing SQL scripts that are optimised to extract and query data across a lot of data sources to support reporting and analytics.
- Make recommendations for BI enhancements that supports improved sharing of information to support business strategy.
- Accurate and timely reporting to business as required, where possible with increased automation.

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## **Be a Lotto NZ Information Expert**

- Disseminate accurate, current, and relevant information throughout the organisation where and when required.
  - Proactively come up with ways of sharing key customer information across the business at all levels.
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- Demonstrate and communicate an intimate understanding of Lotto NZ customers and market.
  - Assist the Data Insights Lead to establish and maintain relationships with key agency partners to better share customer and sales data and insights.
  - Be committed to learning and developing in the role by working closely with other team members.
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## Other

- Any other duties as reasonably required by your manager or other key stakeholders.
  - Ensure all company policies, procedures and guidelines are followed and adhered to.
  - Take an active role in promoting and ensuring a safe and healthy workplace at Lotto NZ for yourself and others.
  - Lotto NZ's purpose is to provide safe gaming that allows New Zealanders to play and win while contributing money back to New Zealand communities: Ensure that minimising the potential for harm from our games is a key consideration in all day-to-day activities and decision making, through adhering to all Lotto NZ responsible gaming processes and policies.
  - Ensure the Lotto NZ Health and Safety policy is adhered to (including procedures in the Health and Safety Manual) and hazards, incidents and near misses are reported in the Health and Safety system in a timely manner.
  - Comply with all Lotto NZ security policies and instructions, complete all required security awareness training and report any security incidents or concerns in a timely manner.
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## Your skills and experience

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### Technical skills

- [Proven ability to provide advanced and deep analysis to business stakeholders](#)
  - [Advanced data visualisation and dashboarding skills, preferably using PowerBI.](#)
  - Advanced SQL query skills - you will have strong experience in writing SQL in data warehouse environments, such as BigQuery, Snowflake, and Databricks, or other SQL databases such as SQL Server.
  - Understanding of predictive models, experience using R or Python is a must.
  - ~~[Advanced data visualisation and dashboarding skills, preferably using PowerBI.](#)~~
  - Proven ability to build data models incorporating multiple sources of data.
  - ~~[An understanding of or interest in Machine Learning or Data Science is advantageous.](#)~~
  - Strong ability to interpret numerical and technical information.
  - Solve problems using systematic methods.
  - Seek out relevant data and analyse complex information to determine the important elements of a problem or situation.
  - Obtain information from multiple sources (research, data etc), interpret, and add value.
  - Communicate complex information in an easy-to-understand format using your effective presentation skills.
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**Experience**

- Preferred 4+ years' experience in a similar role.

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**Qualifications**

- Must be tertiary qualified in a numeric discipline.
- Preferred - tertiary qualified with a major in Statistics.
- Preferred - computer programming skills.

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**Authorities**

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**People responsibilities:**

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**Signature authority of:**

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