



Job Title:	Insight Analyst		
Department:	Insight	Reporting To:	Senior Insight Analyst
Location:	London Bridge	Salary range:	Competitive

About REaD Group:

REaD Group is the UK's most trusted data and insight agency.

Every day we use our unrivalled data products, insight and expertise to help our clients get closer to their customers.

We have designed and developed REaD Prospect; the most accurate, in-depth and insightful view of the UK population available in the market, containing 50m records and over 900 variables. Across this extensive data estate, we can confidently state we know more about the UK consumer than any other company – and how this information creates better outcomes for our clients.

REaD Group is also synonymous with data quality. Our products - The Gone Away Suppression File (GAS), GAS Reactive (GASR) and The Bereavement Register (TBR) - are genuinely the market leading products and represent the industry's most comprehensive data cleansing solution.

We offer our clients a choice of delivery methods to access our data services via REaDOnline (Direct) and REaDConnect (API) or Managed Services (Bureau).

The combination of these first-class platforms and REaD Group's unparalleled data and insight services creates a unique offering for UK businesses and marketers across multiple sectors, including some of the UK's most well-known brands and charities.

Purpose of the Role:

REaD Group have established an excellent, customer-facing Insight team over the past few years and are looking for a new insight analyst to join this growing team. We are seeking a skilled statistician with agency or client experience looking to work on a wide range of exciting client projects. Our clients span across a wide range of industry sectors, allowing you to work with vast amounts of consumer and market data, including transactional, demographic, lifestyle, website, social media and research data.



A suitable candidate will be great at the technical tasks but also enjoy the client facing nature of this role.

As part of the Insight Team, you will work closely with the Senior Insight Analyst and other colleagues across data strategy, sales, account management and marketing. You will be supported by colleagues with a range of industry and technical experience, working on projects to help our clients apply data analysis and insight to their data-driven marketing campaigns.

REaD Group is a dynamic working environment allowing you to progress inline with your ability and aspirations, developing your knowledge and understanding with each new project and task, ensuring your confidence grows alongside your technical advancement.

Duties and Responsibilities:

As an Insight Analyst, your responsibilities will be:

- Validating, cleansing, de-duplicating, importing, extracting and manipulating data from a variety of sources and formats for analysis
- Running queries within the data
- Working on a range of clients across many different sectors
- Interpreting a brief and communicating results to internal and external stakeholders
- Profiling customers to generate insight and understanding
- Data segmentation, modelling and analysis tasks
- Analysing website and other digital data to track consumer behaviour online
- Summarising results of analyses and developing reports
- Presenting to internal and external teams

Accountability:

- On a day-to-day basis, you will be working as part of the insight team, responsible for undertaking analytical tasks as instructed
- You will need to balance several different projects with multiple clients at a time
- You will be responsible checking your own work and that of others
- You will also be responsible for delivering results to clients – this includes written reports and presentations
- You will also be responsible for helping others in the company understand the work done and why it will be of benefit to our clients including pre-sales activity with clients to persuade them of the value of analysis and insight work

Job Specific information:

- We use SAS as our preferred analysis tool although we also have access to Tableau and R.
- Reports tend to be delivered in word, PowerPoint or Excel



- The office hours are 9:00 am – 5:30 pm. Flexible working hours and home working are negotiable.

Essential:

- 2-3 years' experience working within agency or client-side roles
- Strong understanding of statistical methods and how to apply them to solve business challenges
- Previous experience building with regression modelling and segmentation
- Knowledge of data analysis, market research or statistical modelling tools such as SAS, SQL, SPSS or R.
- Highly numerate with strong attention to detail
- Solutions orientated with natural problem-solving skills
- Self-motivated and pro-active, with an ability to multi-task, prioritise, be organised and plan your work
- Excellent communication skills, both written and verbal, with a willingness to engage and influence others
- A team player with a positive attitude; personable, adaptable and willing to learn

Desirable:

- Educated to degree level - ideally from a computing, numerate or business related degree
- Good working knowledge of Excel (including VBA and pivot tables)
- Understanding of Tableau
- Use of open source data