



Position Overview

Position Title	Customer Insights Analyst
Business Unit	Customer and Community
Remuneration Type	Total Rewards
Reports to	Manager Revenue Assurance
Direct Reports (role)	Not Applicable
Location (s)	Northern Corporate Centre and Southern Corporate Centre
Success Profile	3.2 Data & Analytics Role Success Profile
Delegation Level	Not Applicable

Our Values



INNOVATION

We seek new ways of doing things better



HONESTY AND INTEGRITY

The work we do is always and only in the best interests of our customers, stakeholders, community and the environment



RELIABILITY

We mean and do what we say



ONE TEAM

No one succeeds at the expense or exclusion of others



EFFICIENCY

We don't waste time, money or effort



SAFETY

We think, walk and talk safety every day



Behavioural Capabilities



SAFETY

I work safely, and encourage my team members to do the same



AGILITY

I seek new and better ways of doing things



CUSTOMER CARE

I consider how customers are affected by my work



COLLABORATION

I am a team player – we are better together



ACCOUNTABILITY

I mean and do what I say

Position Purpose

This role manages, mines and analyses data from multiple and integrated sources to better understand customer behaviour, the end-to-end customer experience and business processes, to as to deliver actionable insights to improve customer experience, operational efficiency and to achieve operational and strategic goals.

Position Accountabilities

Key functions of the role include:

- Utilise a variety of Unitywater business systems and externally available data sources, to deliver high quality analysis, business reporting, customer insights and business insights to deliver on Unitywater's strategic objectives and those of the business unit.
- Design and implement self-service tools and increase the skills of other team members, to increase visibility and integration of data-based insights in planning and decision making processes.
- Work with relevant analytical tools and analysis techniques to undertake exploratory, explanatory, and predictive data analysis, extract insights and enrich data for the business.
- Communicate actionable insights to all level of stakeholders, with a focus on ensuring insights are easy to understand and connected to how they can deliver improved business and customer outcomes. Communicate insights and findings using data visualisation tools and storytelling capabilities, enabling quick comprehension by business stakeholders.
- Identify opportunities for improvement for the customer experience and business process improvements through the analysis of data and identification of customer insights.
- Utilise natural language processing and machine learning techniques, where appropriate, to speed up data processing and/or enrich data.
- Establish effective networks with Executives, managers, internal clients and other analytics practitioners across the business.



- Advocate adherence to processes and procedures with the business working towards improving data accuracy and integrity, governance and business value.
- Keep informed of industry best practices and new analytical techniques and implications to foster and share knowledge and provide expert advice on complex matters including advanced analytics.
- Actively assess the analytics program to identify and implement approaches that deliver increasing value to the business.
- Maintain effective administrative processes to ensure the integrity of corporate records and customer data.
- Support and role model the WH&S policies, procedures, and practices of Unitywater as amended from time to time.
- Participate in Unitywater safety audits and inspections to demonstrate visible safety leadership and participation.
- Such other relevant duties as required from time to time which would generally fall within the skill and knowledge requirements for this position.

Key Relationships

Key working relationships internal and external to Unitywater are:

- Executive Manager Customer and Community
- Manager Revenue Assurance and team
- All Customer and Community team members
- Strategic Engagement Customer Research and Insights Team
- Technology & Digital Solutions' Data & Analytics team
- Other Analysts embedded across the business
- Relevant external agencies and providers

Capability Requirements

The requirements for the position are:

- A relevant tertiary qualification in Information Technology, Statistics, Mathematics, Physics, Computer Science, or other quantitative field.
- At least 5 or more years technical experience in analytics and/or web-based applications.
- C Class Driver's License.

Within the context of the duties and accountabilities described above, the ideal applicant will be someone who has:

- Significant experience in data analysis and mining across a range of structured and unstructured data sources.



- Advanced skills in the use of quantitative analysis tools and software solutions, including advanced Excel, SQL and Power BI. Experience in Python and Azure would be desirable.
- Proven knowledge of relational databases with the ability to use SQL to extract data.
- Demonstrated ability to communicate insights to different audiences using strong data visualisation to represent complex data in simple ways.
- Demonstrated ability to quickly make sense of data, extract and cleanse data, and to combine data from multiple data sources to answer business questions.
- Proven experience dealing with a range of disparate and complex data sources and/or subject matter areas.
- The ability to deconstruct complex questions and data problems and the ability to use business acumen to filter to the most important insights that answer a business question (beyond building and deploying dashboards).
- Curiosity and passion for data exploration and mining and using the results of this to drive change.
- Strong written and interpersonal communication skills, with a demonstrated ability to provide advice to senior stakeholders.
- Excellent time management and organisation skills.

After Hours Service

This role may be required to participate in after hours work and be part of an on call roster as the need may arise to ensure the continuity of service to Unitywater's customers.