

# Colombia Jobs Expertini®

## Data Analyst (Netquest)

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Company: GfK

Location: Bogotá

Category: computer-and-mathematical

### Description

Next time you go shopping, think about this: What if brands asked for your opinion on their products before they put them on the shelf? Wouldn't that be nice? At **Netquest** we give voice to the consumers, enabling them to shape the products and services of tomorrow. How? We deliver consumers' genuine opinions and data to help companies create better products for you.

We're now looking for a **Data Analyst** to join our Data Team. In this role, you'll play a pivotal role in leveraging data and analytics to drive informed decision-making across the organization. The incumbent will work closely with various stakeholders to understand business needs, analyse complex datasets, and provide actionable insights to enhance operational efficiency and drive strategic initiatives.

Currently we are working on developing a solid data strategy inside **Netquest**, so we are looking for a team builder, someone who enjoys working with others and interacting with different people and departments, understanding their needs, sharing the decisions with the team and explaining the data solutions to the stakeholders.

As a **Data Analyst** you will have the following key accountabilities:

Data Understanding and Analysis:

Gain a deep understanding of organizational data and key performance indicators (KPIs) to facilitate data-driven decision-making.

Analyze large and complex datasets, identifying trends, patterns, and anomalies to extract meaningful insights.

Utilize advanced data analytics tools such as SQL and Python for data manipulation and analysis.

Business Information Needs:

Collaborate with management to prioritize and address business information needs through data analysis and reporting solutions.

Reporting and Dashboard Development:

Develop and maintain user-friendly dashboards on BI tools like QlikSense, providing stakeholders with real-time access to actionable insights.

Data Quality and Consistency:

Identify and address data inconsistencies, working closely with Data Engineers to ensure adherence to data quality policies.

Collaboration and Communication:

Work collaboratively with other members of the Data team, including Data Scientists and Data Engineers, to streamline data processes and enhance data-driven decision-making.

Effectively communicate insights and findings to internal and external stakeholders, fostering a culture of data-driven decision-making.

Now that we've introduced you to the position as **Data Analyst** what skill, qualifications and experience should you have?

Proficiency in Python (pandas, numpy, matplotlib, ggplot, seaborn) and SQL.

Familiarity with R (optional).

Excel skills (user level).

Experience with BI tools such as QlikSense, Power BI, or Tableau.

Knowledge of cloud services, particularly AWS, is a plus.

Familiarity with data management tools, with experience in dbt considered advantageous.

Analytical thinking and problem-solving abilities.

Strong storytelling skills to effectively communicate insights.

English with good communication skills.

Ability to work collaboratively in a team-oriented environment.

Why **Netquests** great for you? We offer the following benefits:

Prepaid Medicine paid 100% by the company (MedPlus)

Birthday Day Off

40 hours per week

Hybrid work - 2 days at office, 3 days at home

Unlimited Employee Assistance Program (EAP)

This position offers a unique opportunity to contribute to the organization's data strategy and drive meaningful business outcomes through data analysis and insights. If you are passionate about leveraging data to make a positive impact, we encourage you to apply!

We are an ethical and honest company that is wholly committed to its clients and employees.

We are proud to be an inclusive workplace for all and are committed to equal employment opportunity, focusing on all of our employees reaching their full potential.

We respect and value every employee regardless of race, ethnicity, gender, sex, sexual orientation, age, personality, experience, culture, faith, socio-economic status, or physical or mental disabilities.

We endorse the core principles and rights set forth in the United Nations Declaration of Human Rights and the Social Charter of Fundamental Rights of the European Union, promoting the universal values of human dignity, freedom, equality, and solidarity.

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