

Middle/Senior Business Intelligence (BI) Analyst (AdTech)

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Company: Sigma Software

Location: Colombia

Category: computer-and-mathematical

Overview

Required skills

Python / good Looker / good Databricks / good Data Analysis / strong Communication / strong

We are looking for a Middle or Senior-level Business Intelligence (BI) Analyst to join one of our teams and help us build great products for our clients.

Our mission

We deliver asymmetric advantage to our customers through vast domain expertise, simplicity, and #stellar level of service. We continue to challenge ourselves and grow as technologists, professionals, and—most importantly—as human beings who work side by side, day after day and year after year. And we don't plan to stop anytime soon.

Our values

We put in the work, and we love it. Some days, we may fail, but only to try harder the next day. We work through our losses and celebrate our victories as one team We delight our customers. We're service-minded professionals We do what we say, and we say what we do We trust our team, and the team trusts us back We care and we listen If it's all about you and you want to become a part of our stellar team, let's try!

Customer

The customer is a leading ad-tech company that aims to develop innovative technology solutions that unify the customer journey, enabling a more personalized and effective approach to advertising, marketing, and operations. As part of our dedication to data-driven

decision-making, we seek a talented and experienced Senior BI Analyst to join our Core BI team. This role will play a crucial part in shaping the BI strategy, including governance and best practices, and supporting the organization with impactful insights.

Project

As a MiddleSenior Business Intelligence (BI) Analyst on this project, you will be an integral member of our Core BI team, responsible for supporting the Core BI Platform and Infrastructure and providing analytics services to the organization. Your expertise in SQL, Python, and data visualization tools like Tableau will be critical in transforming complex data into actionable business recommendations.

The project's duration is ongoing, focusing on continuous growth and improvement.

Requirements

Requirements

Proven experience as a BI Analyst or similar role in the ad-tech or digital advertising industry

Proficiency in SQL for data retrieval, manipulation, and analysis

Strong programming skills in Python for data analysis and automation

Proficiency in ETL management using Databricks

Extensive experience in creating interactive dashboards and reports using Looker and Tableau or similar data visualization tools

Solid understanding of data structures, data modeling, and data warehousing concepts

Bachelor's degree in Computer Science, Statistics, Mathematics, Economics, or a related field

WOULD BE A PLUS

Knowledge of statistical analysis and data mining techniques

Familiarity with ad-tech concepts, online advertising, and marketing analytics

Personal Profile

Exceptional analytical and problem-solving skills with a keen eye for detail

Strong communication and presentation skills to convey complex data insights to non-technical stakeholders effectively

Ability to work independently and collaboratively in a fast-paced, deadline-driven environment

Responsibilities

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Maintain and Support the BI Platform

Provide administrative and technical support for Looker and Tableau: Maintain scheduled jobs, troubleshoot broken reports, provision users, enforce permissions, optimize workbook performance

Maintain automated reports: check for discrepancies or outages and deactivate unused reports

Monitor Alerts, Inventory Quality, Publisher and Advertiser KPIs

Provide technical support for the Automated Billing Interface

Business Intelligence Strategy

Collaborate with the BI team to develop and refine the BI strategy, including best practices for data governance, data quality, and data management

Contribute to the continuous improvement of BI processes and workflows

Data Analysis and Insights

Collaborate with stakeholders to understand business requirements and translate them into data analysis initiatives

Conduct in-depth data analysis to identify patterns, trends, and insights related to ad performance, customer behavior, and revenue optimization

Present findings and recommendations in a clear and concise manner to support business strategy and growth

Data Visualization & Report Automation

Create visually engaging and interactive dashboards using Looker and Tableau

Develop intuitive and informative data visualizations to communicate complex information to stakeholders effectively

Continuously improve and refine existing dashboards to enhance data accessibility and user

experience

Automate recurring reporting processes to streamline data delivery and ensure timely access to critical data

Data Collaboration and Cross-functional Support

Collaborate with data engineering and data science teams to ensure seamless data integration, accuracy, and availability for BI purposes

Collaborate with cross-functional teams to identify data-driven opportunities and contribute to strategic decision-making processes

Work closely with business stakeholders to understand their analytical needs and proactively offer insights to optimize the performance of ads or our network

Data Quality and Governance

Ensure data quality and adherence to data governance policies to maintain accurate and reliable reporting and analysis

Identify data quality issues and work with relevant teams to resolve them promptly

Continuous Learning and Skill Development

Stay updated with the latest trends and advancements in BI technologies and tools

Develop and share best practices within the BI team and promote a culture of continuous learning

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