

# LEVEL 4 // DATA ANALYST ROLE OVERVIEW

To achieve this Level 4 apprenticeship, your apprentice would be expected to build experience and relevant knowledge within their day-to-day role, working closely with data.

## Suitable Job Titles

- ▶ Data Analyst
- ▶ Departmental Analyst (e.g. HR, Marketing etc)
- ▶ Problem Analyst
- ▶ Junior Analyst
- ▶ Marketing Data Analyst

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## Roles, Duties & Responsibilities

- ▶ Identify data sources, using evidence-based decision making to establish a rationale for inclusion and exclusion of various data sets and models.
- ▶ Liaise with clients or colleagues from other areas of the organisation to establish reporting needs and deliver accurate information.
- ▶ Collect, compile and cleanse data, e.g. sales figures, digital twins etc., solving any problems that arise within a range of internal and external systems.
- ▶ Produce performance dashboards and reports in the Visualisation and Model Building Phase.
- ▶ Support the business by maintaining and developing reports for analysis to aid with decisions, adhering to organisational policy and legislation.
- ▶ Produce a range of standard and non-standard statistical and data analysis reports in the Model Building Phase.
- ▶ Identify, analyse and interpret trends or patterns in data sets.
- ▶ Draw conclusions, recommend appropriate responses, and offer guidance and interpretation around data.
- ▶ Summarise and present the results of data analysis to a range of stakeholders, making recommendations.
- ▶ Provide regular reports and analysis to different management and leadership teams, ensuring data is used and represented ethically in line with relevant legislation.
- ▶ Ensure data is appropriately stored and archived, in line with relevant legislation, e.g. GDPR, which incorporates Privacy by Design.
- ▶ Practice continuous self-learning to keep up to date with technological developments, enhancing relevant skills and taking responsibility for own professional development.