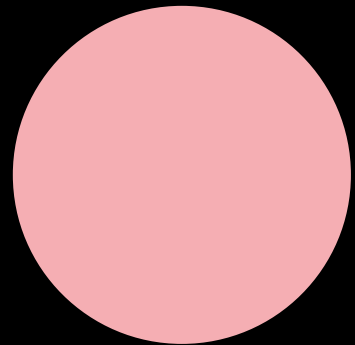
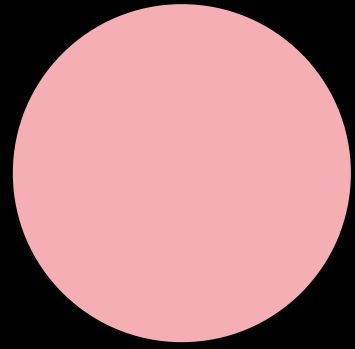


Savanta

**Role Specification:
Senior Data Analyst**



Classified: Private

Location: London (Hybrid, 1-2 days per week onsite)

Business Area: Tech

Reports to: Head of Product

About the Role:

Senior Data Analyst | Tech | London

This role is not a traditional analytics position; it requires a unique blend of technical, research, and client-facing skills.

You will be responsible for building and maintaining advanced analytics tools, dashboards, and databases, as well as interpreting data to deliver actionable insights for clients.

This is a standalone role, but you will collaborate closely with both technical and research teams.

Key Responsibilities:

- Develop and maintain self-serve tools, dashboards, and databases for internal and client use.
- Demonstrate an understanding of advanced analytics methods (such as predictive/regression modelling, Bayesian networks, survey weighting, key driver analysis, and conjoint), in order to collaborate effectively with the advanced analytics team, who lead the application of these techniques.
- Translate complex data into meaningful insights and communicate findings to clients and stakeholders.
- Work with complex market research datasets, including survey responses, tracking studies, and segmentation files.
- Perform data cleaning, validation, and structuring to prepare datasets for advanced analysis.
- Conduct exploratory data analysis (EDA) to uncover patterns, anomalies, and trends across demographic, attitudinal, and behavioural variables.
- Develop dashboards, charts and other visuals that communicate insights clearly and effectively.
- Deliver compelling insight stories using PowerPoint, incorporating advanced Excel techniques (e.g., pivot tables, formulas, automation).
- Use Python and SQL to automate workflows, process large datasets, and support advanced modelling.
- Collaborate with research and insights teams to translate analytic findings into strategic recommendations.
- Ensure methodological rigor by performing weighting checks, sample diagnostics, and statistical validation.
- Support the development of client-facing deliverables that turn complex analyses into actionable business outcomes.

People & Team:

- Build relationships with key internal stakeholders, become a trusted advisor to colleagues with ability to influence senior as well as junior team members.
- Collaborate with cross-functional teams (tech, research, analytics) to ensure solutions meet business needs.
- Active member of the Tech/Advanced Analytics team and engage in presentations/discussions in knowledge sharing meetings.
- Mentor juniors and support their career development across a broad skill set.
- When required, create progression plans and stretching objectives for junior staff, ensuring they deliver against them, managing performance where required and taking corrective action (e.g. Performance Improvement Plans).
- Support the delivery of our recruitment strategy, including interviewing prospective members of the team.

Personal Development / Profile at Savanta:

- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Embody company values and meet performance expectations.
- Actively own personal development goals and work closely with managers to achieve them.
- Identifying areas for improvement and taking the lead for positive changes.
- Build a visible profile across the team and wider business.
- Promote global best practices, innovation, and collaborative ways of working.

About You:

We are seeking someone who demonstrates a strong sense of curiosity and a willingness to independently experiment with and master new tools. The ideal candidate should possess a robust problem-solving mindset, enabling them to navigate ambiguity and devise effective solutions. Furthermore, excellent communication and collaboration skills are essential for success in this role.

Essential Skills & Experience:

- Strong programming skills in Python and R; ability to select the right tool for the job.
- Proficiency in SQL; ability to query and manipulate large datasets.
- Experience with dashboarding tools (e.g., Streamlit, R Shiny, Excel) and building interactive data applications.
- Solid foundation in mathematics, statistics, and machine learning.
- Demonstrated ability to interpret data, test hypotheses, and provide actionable recommendations.
- Client-facing experience: ability to communicate technical concepts to non-technical audiences and understand client objectives.
- Experience working independently and as part of cross-functional teams.

Desirable Skills:

- Experience with Snowflake and integrating Streamlit apps within Snowflake.
- Familiarity with large language models and AI APIs for enhancing analytics solutions.
- Prior experience in market research, especially in agency or client-facing roles.