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| **Role Profile** |
| **Job Title:** | Head of Advanced Analytics |
| **Function/Department:** | Digital Business Intelligence |
| **Reporting To:** | Director of Digital Business Intelligence (Gibraltar)  |
| **Location:** | Gibraltar |
| **Role Purpose and Key Responsibilities:** |
| Role Purpose The role of Head Advanced Analytics will be responsible for four key areas of the business, advanced analysis skills (including Machine learning), technical skills specifically used for data preparation, business knowledge and analysis and design skills, including the ability to build strong stakeholder relationships as a business consultant. The Head of Advanced Analytics will lead and develop a team to provide the business with unique insights using advanced techniques, which will enable the business to improve and optimise operational decision making. This role is a strategic role in that it is expected to deliver and maintain advanced solutions across multiple business areas that will, when imbedded within the operation, contribute millions of pounds to the annual NGR performance of the digital business.Key Responsibilities* Mange and lead a team of Data Scientists (machine learning) and Data Engineers (between 5 -8)
* Analytics mind-set skill with the ability to turn a business question / problem into an analytics plan, answering the question of what data to use, how to transform it, what methods / models to apply, how to turn the outcome into usable, actionable output
* Good understanding of the business domain so we can pursue a smoother analysis stream to put forward to the stakeholder
* Keep updated on changing trends in advance analytics and ensure Ladbrokes Coral is aligned and leading in this area
* Accountable for managing and maintaining the estate of existing advanced models which are valued in the region of £3 million (expected cost to rebuild and deploy)
* Hiring and management of advanced analytical Contractors, or 3rd party companies when needed to increase capacity in line with business demands for solutions
* Put forward opportunities to the business leaders and Directors that can be solved through advanced analytics and then work to develop these plans
* Consult with the business, bring results and questions to the table, create a shared plan, and manage expectations of the business based on key analytics
* Work to influence stakeholders and enable the analysts within the team to do the same so they become vital members of the team and the projects they are running
* Demonstrates an understanding of business processes and how these are supported by systems which record the performance of the process through the data
* Understand and communicate how analytics can be used to drive business value
* Data preparation to structure and bring data up to the necessary quality needed for data mining and machine learning to enable quality analysis and modelling
* Work effectively with business counterparts to conceive, specify, pilot and implement analytical applications and tools
* Generate and communicate insight into key opportunities and challenges facing the company or a business domain area, identifying new ways predictive analytics can create a new opportunity.
* Relationship skills and advising negotiating and managing expectations, while maintaining a strong working relationship with business stakeholders and sponsors.
* SQL skills to put in place the data for exploration and training for modelling
* Create master tables in preparation for the modelling processes to begin
* Use of technical tools to support the quantitative analysis, for example: Microsoft SSAS; R; KNIME; Python; Microsoft Azure Machine learning; Alteryx to provide descriptive statistics and appropriate visualisations
* Finding key relationships between data and communicating these key findings when necessary
* Software skills: create small tools, processes, feeds, utilities, custom prototype frontends, dashboards that speed up the operationalization of our products, as well as help adoption / testing / refinement of our outputs on the business side
* Communicate the results of their analytical work within the team and with the business partners
* A strategic and inspiring leader that provides leadership and direction to the team creating and embedding a culture where continuous improvement is embraced
* Encourages communication and collaboration across the business, team and stakeholders in order to build strong relationships and develop cross functional working
* A leader that mentors and develops the team by; providing development, coaching, objectives and goal setting, performance management and other people policies as required ensuring the team is motivated, productive and fully compliant with all regulations and legislation
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| **Qualifications and Educational Requirements** |
| * BSC in an Advanced analytics or computing subject
* MSC or PhD in Advanced analytics or computing subject
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| **Specialist Skills and Experience Required** |
| * Experience of data analytics at a senior level
* Previous experience working in a business consultancy role
* Excellent problem solving skills
* Strong communication skills that enables the business to value data and information
* Ability to build relationships with key stakeholders to influence the best practice of data usage
* Strong understanding of the data mining process i.e. Crisp DM
* Demonstrate experience with some or all of the following
* Clustering and Segmentation
* Time series analysis
* Association Rules or Sequence Learning
* Decision trees
* Wise guy predictive models
* Neural Networks
* Text Analytics
* Ensemble modelling: Boosting, Bagging and random forests for example
* Uplift or Persuasion Modelling
* Control group testing
* Regression modelling
* Methods for Validating Models: Mean squared error, R squared, Confusion matrix and ROC charts for example.
* Demonstrate previous leadership experience in a similar role/environment
* Experience of delivering clear financial KPIS and budget management
* Manage your own time effectively, plan ahead and adopt a methodical approach to your work
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