

BPP Product Analyst

BPP Education is entering a new phase of its growth and evolution, attracting thousands more students each year and expanding into new verticals and new markets globally. The BPP Product & Technology (P&T) organisation is evolving rapidly, and driving transformation of its platforms, digital products, and experiences, to help BPP Education scale and meet the growth of the business in the coming years.

We are looking for an experienced analyst to work in our Data Analytics team. You will enable BPP to leverage insight, to inform and optimise how we deliver scalable, secure, and performant experiences that delight and engage learners during their time with BPP and beyond, throughout their working lives.

As a **Product Analyst**, you will report to the Product Analytics Manager. Working as part of a product squad you will help deliver and evolve BPP Education's vision to become more customer centred, design and data informed, to build products that meet and exceed our users' needs across our education ecosystem.

Key responsibilities

- Help ensure Product Squad objectives are met whilst advocating for data-driven decision making and test and learn culture
- Develop and champion the use of analytics to show a true understanding of how our customers use our product
- Develop valuable problem-solving analytics that provide clear understanding of customer behaviour. Achieving this by identifying relevant data sources and finding trends and patterns that help find solutions to business problems
- Develop data-driven hypothesis on how to optimise product effectiveness with the product team including clear success measurements
- Display and communicate insight clearly, develop standard reports and dashboards measuring performance against identified business objectives. Designed to be visually engaging, as well as simple, easy to use with clear storytelling
- Work closely with wider Analytics team to share insights that will impact other products and strengthen customer understanding. As well as share knowledge and best practice
- Champion the importance of data quality, identify areas that poor data quality is impacting processes and product
- Advocate data literacy across the BPP group by being a pro-active data partner across network of data champions as well as promoting data literacy at every opportunity.
- Ensure adherence to all data governance policies

Essential Skills

- Experience of data management and analytics skills
- Experience of using analytical platform and/or code such as dbt, SAS, SQL, Python, R etc.
- Experience of using visualisation tools such as PowerBI or Tableau
- Experience of using with a range of analytical skills to transform data into usable insight by multiple audiences
- Effective communication skills to people of all data knowledge levels
- Passion for continuous development and learning

Desired Skills

- Experience working in an agile product delivery environment