



Data Analyst

Data Analysts lead the design, analysis and delivery of relevant, trusted and objective statistics and data-related insights.

At a Glance

Data Analysts analyse data to discover relationships between datasets by using a variety of methodologies and coding/computer languages. They transform data to derive insights and develop business rules or statistical models to quantify risks, behaviours and/or benefits.

Guided by their judgement, domain knowledge and shared understanding of the business problem with stakeholders, Data Analysts work with other data professionals to manage the collection, description and preparation of data for various purposes, especially descriptive and diagnostic analytics. They then tell the story behind the data in an engaging and meaningful way for technical and non-technical audiences using reports, visualisations, or other communication methods.

Data Analysts understand and apply appropriate data governance controls and frameworks to ensure compliance with relevant legislation, regulation and policy. They document their analytic solutions, use version control software, and automation tools to produce repeatable and re-usable insights.

They may also assist in designing and testing applications, systems, and other data collection methods to ensure the data specification and solutions are fit for purpose and assure data quality.



Analysis



Data Modelling



Insights



Coding / Computer Languages



Analytics



Risk & Behaviour Modelling

Standards & Technologies

Enterprise databases & platforms

Data modelling

Coding / Computer Languages

Data analytics tools

Potential Domain Interactions

Risk and Behaviour Modelling

Analysis

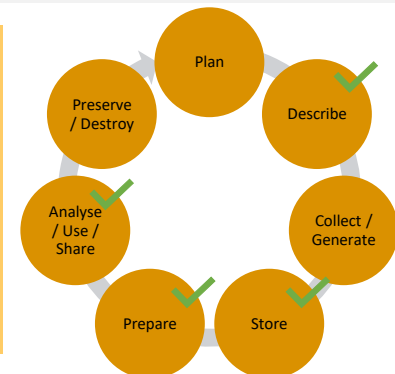
Data Management

Information Technology / Digital

Data Architecture

Data Lifecycle

Green ticks indicate where this persona may have key interactions across the data lifecycle



Data Analyst

Level 1 | Foundation

Transform data from known sources, guided by simple frameworks and patterns, into a format for use in analysis.

Use basic functionalities of common applications and platforms to generate basic analysis outputs, and have awareness of the methodology being used in their work.

Use data modelling methods to organise data objects such as predictive modelling, clustering and association rules.

Utilise existing data analysis tools and techniques to interpret data, find patterns or trends.

Contribute to the design, build, test and maintenance of data solutions, systems and databases to solve data related problems, using known design patterns, coding/computer languages and tools.

Communicate findings and insights from basic data, using reports and dashboards to range of stakeholders.

Diagnose and troubleshoot business rules to identify organisational risk and/or client behaviour using familiar methodologies or patterns.

Aware of data governance and data quality frameworks.

Support contribution to technical documentation.

Level 2 | Intermediate

Identify and transform data from multiple sources, guided by existing frameworks and patterns, into a new dataset for use in analysis, risk or behaviour modelling, self-service applications, or other use cases.

Use basic functionalities of common applications and platforms to generate analysis outputs, and understand the analytical and/or modelling methodology being used and build repeatable solutions.

Use best practice data modelling methods to organise data objects (for example, predictive modelling, advanced clustering, text mining, social network analysis and association rules).

Utilise suitable data analysis tools and techniques to interpret data, reduce bias, find patterns or trends, validate unexpected results and solve problems for uncomplicated datasets.

Design, build, test and maintain data solutions, systems and databases to solve data related problems, using known design patterns (including security), and choosing appropriate coding/computer languages and tools.

Communicate findings and insights from data to technical and non-technical stakeholders using reports and dashboards that may require creation or modification using visualisation techniques.

Develop, fit, diagnose, and troubleshoot business rules or statistical models to identify organisational risk and/or client behaviour using familiar methodologies or patterns.

Collaborate with other data professionals and business stakeholders to support process improvements and apply data governance and data quality frameworks.

Contribute to technical documentation and use appropriate templates/version control to ensure repeatable, reproducible results by developing data definitions, dictionaries, metadata and data quality metrics.

Level 3 | Advanced

Identify and transform data from multiple sources using novel techniques or emerging patterns into new datasets for use in analysis, risk or behaviour modelling, self-service applications, or other use cases.

Use full range of functionalities of common applications and platforms, including automation and scheduling to generate analysis outputs, and understand the analytical and/or modelling methodology being used and build complex repeatable solutions.

Use a wide range of advanced data modelling methods to organise complex data objects (for example, predictive modelling, advanced clustering, text mining, social network analysis and association rules).

Perform advanced data analysis techniques to interpret data, reduce bias, find patterns or trends, validate unexpected results and solve problems for complex or sensitive datasets.

Design, build, test and maintain data solutions, systems and databases to solve data related problems, inclusive of translating complex or novel business requirements in technical specifications, using or establishing design patterns (including security), and choosing appropriate coding/computer languages and tools.

Generate high value actionable insights from highly complex data and communicate findings to technical and non-technical stakeholders using highly complex reports, dashboards and other visualisation techniques.

Develop, fit, diagnose, and troubleshoot business rules or statistical models to identify organisational risk and/or complex client behaviour using unfamiliar methodologies or new patterns.

Collaborate with other data professionals, business stakeholders, and IT specialists to drive system and process changes to realise strategic goals or deliver significant operational outcomes.

Influence improvements to technical documentation and use appropriate templates/version control to ensure repeatable, reproducible results by developing data definitions, dictionaries, metadata and data quality metrics.

APS DCF

1 SMX	1 COM
1 VIS	1 OUT
1 INT	1 RSC

SFIA

2 PROG	2 BINT
2 DTAN	3 VISL
3 BUSA	

APS DCF

2 SMX	2 COM
1 VIS	2 OUT
1 INT	2 RSC
2 STS	

SFIA

2 PROG	2 BINT
3 DTAN	3 VISL
4 BUSA	

APS DCF

3 SMX	3 COM
2 VIS	3 OUT
2 INT	3 RSC
3 STS	

SFIA

3 PROG	4 DATM
4 DTAN	3 BINT
5 BUSA	4 VISL
3 DBDS	