

Job Title: Data Analyst II		Region Domestic	
Dept. Research & Development		Written By Elizabeth Winkle	
Date Created April 1, 2017	Review Date October 9, 2017	Reviewed By Jessica Haywood	
Position in Organization <ul style="list-style-type: none"> • Reports To: Manager, R&D • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job Conducts deep dives into STR's vast data to help uncover new opportunities for the company. Provides analytical and business intelligence support. Develops, runs and prepares various statistical analysis and reports based on internal and external data sources. Identifies and interprets trends and patterns in datasets to develop and enhance product and services and "tell the data story". Collaborates, consults and effectively communicates findings, insights and recommendations with business leaders.			

Key Responsibilities and Accountabilities

1.1 Contribute to Data Analysis, Integrity, and Standards
<ul style="list-style-type: none"> • Proactively analyzes data, providing assessments of trends, identifying and explaining variances • Designs and develops business intelligence dashboards and reports to facilitate data review and analysis • Review and recommend enhancements and improvements to methodology to produce better data.
1.2 Contribute to Thought Leadership
<ul style="list-style-type: none"> • Identify opportunities for industry thought leadership; generate and analyze data to support effort • Remain fully informed on market trends, industry opportunities and STR competitors • Partner with both internal & external sources to gather & examine data from disparate sources
1.3 Strategy
<ul style="list-style-type: none"> • Support department and organization's goals • Produce actionable recommendations by communicating insights discovered within complex data sets • Identify and communicate emerging industry trends
1.4 Data/Database Management
<ul style="list-style-type: none"> • Maintains databases, cleansing and validating data as needed • Develops database logic to extract required information for reporting – set up template reporting • SME for Business Intelligence Tool
1.5 Data Visualization
<ul style="list-style-type: none"> • Evaluate the way our data is presented and seek ways to continually improve our visualization • Keep up to date with and utilise new technologies to enhance the visualization of data • Convert complex data and findings into understandable tables, graphs and reports
1.6 Job Execution
<ul style="list-style-type: none"> • Independently gathers information • Adjusts to multiple demands and shifting priorities; accepts responsibility for results of actions • Contributes to own team/closely related teams through quality and accuracy of own output

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description – Data Analyst

1.7 Product Development and Enhancement

- Understand business objectives and direction
- Assist in developing new products and delivering actionable data to STR client base
- Recommend and help implement new products or strategies based on analyses conducted

1.8 Personal/Professional Commitment and Development

- Attend training and proactively seek to grow skillset
- Adhere to all STR processes and policies and maintain customer confidentiality
- Understand and adhere to the STR vision and our values

Core Competencies

Competency	Knowledge
Industry Knowledge	Basic understanding of the hospitality industry dynamics and high-level trends
Technical Expertise	Must be proficient in use of Excel and PowerPoint
Customer Focus	Must have excellent relationship building skills
Relationships	Builds productive internal and external relationships.
Adaptability	Adapts to changing work environments, work priorities and organizational needs
Delivers Results	Contributes to goals from planning through delivery of end results

Specific Job Competencies

Competency	Expectation
Analytical & Research Skills	Excels at interpreting big data, communicating findings and summarizing recommendations. Ability to rationalize disparate data sources and ability to distinguish the big picture within a data set.
Judgement	Works on assignments where judgment is required a majority of the time
Data Management	Strong familiarity & experience with data cleansing, preparation and processing
Problem Solving	Applies research, information gathering and analytical skills. Selects appropriate alternatives from defined options. Handles detailed, structured problems.
Communications	Conveys information in a concise and professional manner. Asks effective questions and solicits feedback to understand needs. Anticipates future needs.
Management	Oversees projects, initiatives, processes, and analyses
Direction	Works under general direction, seeks assistance as needed. Establishes approaches for completing assignments. Adjusts to multiple demands and shifting priorities; accepts responsibility for results of actions.

Job Context

Context	Description
Travel	The job holder will not be expected to travel extensively.
Key Relationships	Externally – senior leadership in various industries; Internally – all departments