



# GOODWOOD

## The Role

The Group SQL Data Analyst will be part of the Group Trading Insights Team reporting to the Group Trading Insights Manager.

## About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

## Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “world's leading luxury experience.”

## Our Values

### The Real Thing

Always inspired by Goodwood's heritage

### Derring-Do

Daring to surprise and delight

### Obsession for Perfection

Striving to do things *even* better

### Sheer Love of Life

Sharing our infectious enthusiasm

## Purpose of the role

Working closely with the Group Trading Insights Manager to provide analytical support to the business, relating to customer trading interaction. The Group SQL Data Analyst will be responsible for the extraction, manipulation and implementation of multiple data sets, understanding and translating business needs into data models supporting long term solutions. Collaborating with a diverse range of Goodwood businesses, you will interpret their reporting requirements and, working within the Group Insights strategy, create and publish reports using internal BI tools. This involves creating complex SQL query structures, analysing customer journeys and segmenting customer data.

## Key responsibilities

- Integrate data from multiple data sets ready for analysis
- Manage, upkeep and design data tables
- Ensure data is consistent, complete, accurate and relevant
- Work with Group Trading Insights Manager and business representatives to identify detailed data requirements
- Proactively developing and maintaining processes and procedures which ensure that the data provided for analysis meets all current and future business needs
- Provide ad hoc reporting assistance to Goodwood businesses

- Explain, and manage expectations around, capabilities of BI tools and data hierarchy. Strive to find solutions to complex problems
- Play a key role in developing the systems and processes within the Estate businesses, creating improved efficiencies and reporting
- Understand the hierarchy of operational systems used to produce the daily KPI dashboards (Protel, Delphi, Talent, GP etc)

<b>Qualities you will possess</b>
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| <ul style="list-style-type: none"> <li>• Passion for what you do</li> <li>• Positive and friendly with a “can do attitude”</li> <li>• Attention to detail</li> <li>• Ability to prioritise and organise</li> <li>• Proactive</li> <li>• Take responsibility for yourself</li> </ul> | <ul style="list-style-type: none"> <li>• Confident to make decisions and to stand by them</li> <li>• Good negotiation and influencing skills</li> <li>• Excellent communicator</li> <li>• A sense of fun!</li> </ul> |
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<b>What do you need to be successful?</b>
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- Proven experience in SQL programming and databases
- Ideally educated to SQL Intermediate level
- Maths, statistics and business analytics experience
- The ability to communicate and influence at all levels
- Sharp analytical thinking
- Previous experience in the use of BI tools
- Established advanced user of Microsoft Excel

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	2
Communication & Trust	3
Taking Personal Responsibility	2
Encouraging Excellence & Commercial Success	2
Working Together	3