

# Customer Data Analyst

## Description

### Company Description

Life can sometimes be unpredictable, and it pays to plan ahead. Our aim at Legal & General Retail is to help our customers plan for the unexpected, achieve financial security for their tomorrow, and protect everything that's important to them. To better understand our customers and meet their needs, we've brought our protection, retirement income, savings, lending, and advice, fintech and mortgage businesses under one umbrella. Created at the start of 2022 through the merging of our long-standing and trusted retail retirement and insurance businesses, we're a fast-growing division with big, customer-centred ambitions.

### Job Description

Legal and General Retail's Customer Analytics Team are currently looking to hire a Customer Data Analyst to support on leveraging advanced analytical and data science techniques to improve marketing and customer conversion activities.

This role would see you work within a small team as part of a wider analytics function, performing regression modelling among other statistical models to improve customer lifetime value and advanced segmentation to better communicate with our customers.

#### What you'll be doing:

- Developing appropriate data, customer and prospect knowledge to produce robust, actionable customer analysis that drives incremental uplifts in value & informs decision making
- Utilising customer data, segmentation, data visualisation tools and other techniques to understand and drive value from our customer base
- Leading analysis projects to support business initiatives across sales and marketing, utilising the analysis toolkit including new techniques, tools and capability.
- Delivering end to end customer insight including capturing requests from internal customers, planning analysis, data manipulation and analysis, generating insights and delivering back to stakeholders.
- Working across the wider team and with the Data Scientist (Manager) to embed and link insights from different projects in order to drive value growth & inform decision making
- Ensuring that all data is stored in a compliant manner with L&G's data storage policy and that any data transferred is in a secure manner in accordance with L&G's policy, GDPR and the data protection act, in line with TCF principles

### Qualifications

#### Who we're looking for:

- Experience deploying an analytical process to deliver robust insights

### Hiring organization

Candidate-1st

### Employment Type

Full-time

### Beginning of employment

asap

### Job Location

Brighton and Hove, United Kingdom

### Working Hours

40

### Base Salary

euro GBP 52K - 88K \*

### Date posted

June 5, 2024

- Excellent understanding of analytical best practice across the Customer Analytics team
- Experience of developing propensity and other models and their application to performance
- Knowledge of Alteryx, Python or alternative analysis tool for analysis
- Demonstrated experience of prioritising output to effectively deliver activities in line with set deadlines

Whatever your role, we reward performance and behaviour with a package that looks after all the things that are important to you. Here are some of the benefits we offer:

- The opportunity to participate in our annual, performance-related bonus plan and valuable share schemes
- Generous pension contribution
- Life assurance
- Private medical insurance (permanent employees only)
- At least 25 days holiday, plus public holidays, 26 days after 2 years' service. There's also the option to buy and sell holiday
- Competitive family leave
- Participate in our electric car scheme, which offers employees the option to hire a brand-new electric car through tax efficient [salary](#) sacrifice
- There are the many discounts we offer – both for our own products and at a range of high street stores and online
- In 2023, some of our workspaces were redesigned. Our offices are great spaces to connect and collaborate and have your wellbeing at the heart

## **Additional Information**

Legal & General is a leading financial services organisation, named [Britain's Most Admired Company](#) in 2023, for the second year running. Rated top in our sector and top for inspirational leadership, we have a strong heritage and an exciting future.

We're one of the world's largest asset managers, homebuilders, pension providers and insurers. Connecting to form a unique business model which drives value for our customers and society. And enabling our people to create impact through work that is meaningful and valued.

If you join us, you'll be part of a welcoming, inclusive culture, with opportunities to collaborate with people of diverse backgrounds, views, and experiences. Guided by leaders with integrity who care about your future and wellbeing. Empowered through initiatives which support people to develop their careers and excel.

We strive to be open, mindful, and inclusive, so are always willing to discussing flexible working arrangements and reasonable accommodations for candidates with specific needs. It doesn't matter if you don't meet every single criterion in this advert. Instead, think about what you excel at and what else you can bring in terms of strengths, potential and connection to our purpose.

If you're open to find out more, we'd love to hear from you.

## **How the process will look like**

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play

an even more important (and understood) part withing Brand New Day.

**Job Benefits**

GBP 52K – 88K \*