

## Reporting Analyst

Reports to: Application Support Team Leader  
Direct reports: N/A  
Department / Team: Technology & Product / Development & Application Support

### Job Purpose

Maintain and improve the reporting solution used to produce Defaqto Analytics reports. Produce client-facing reports for review and distribution by Insight & Consulting team.

Provide database-related expertise to assist the Application Support Analysts in resolving issues that affect our customer-facing software.

### Key Responsibilities

- Build and maintain deep technical expertise in Defaqto's databases and applications (both internal and customer facing), to enable the development and delivery of appropriate reporting solutions.
- Build and maintain a good working knowledge of investment products, platforms and funds and the investment advice process, to support the delivery of relevant and accurate Defaqto Analytics reports.
- Respond to requests from clients (via the Insight & Consulting team) for Defaqto Analytics reports and produce them accurately to meet required deadlines. *This process currently involves utilising SQL to extract data, importing and transforming it within Excel and utilising VBA to generate a PowerPoint document.*
- Identify areas of potential improvement within the end-to-end process involved in producing Defaqto Analytics reports. Research and recommend improvement options. Implement approved improvement actions.
- Collaborate with the Software Solutions Architect to eventually work towards an optimised solution for extracting the required data and producing client-facing presentations.
- Take appropriate actions to maximise the reliability, availability and performance of reporting solutions.
- Where required, convert one-off analysis projects into ongoing repeatable and efficient reporting processes.
- Respond effectively to database-related incidents that impact customers using our software, as escalated by the Application Support Analysts.
- Provide accurate estimates for work competition timescales to feed into planning processes.
- Deliver thoroughly tested high quality work on time, which meets agreed specifications.
- Ensure that all technical deliverables are delivered in line with Defaqto's architecture strategy.
- Write and maintain relevant technical documentation.
- Proactively keep technical knowledge up to date and feed learning into the wider IT team as appropriate.

*Defaqto is a flexible, fast paced and entrepreneurial organisation and our employees have a collaborative, can-do approach to work. As such, this document is intended only as an outline of the main elements of the job and employees are likely to be involved in other activities to contribute to the success of the company. This document will also be amended from time to time in the light of changing business needs.*

## Job Requirements

	<b>Essential at Recruitment</b>	<b>Desirable (could be developed in role)</b>
<b>Qualifications &amp; Training</b>	<ul style="list-style-type: none"> <li>• Good level of general education including at least 5 GCSEs at A-C grade (including Maths and English), or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Degree educated, or able to demonstrate equivalent intellectual ability</li> <li>• Relevant technical training / qualifications</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Database design</li> <li>• Data analysis techniques</li> <li>• Interest in (and willingness to learn more about) the financial services industry, financial products and the financial advice process</li> </ul>	<ul style="list-style-type: none"> <li>• ETL processes</li> <li>• Good understanding of investment products, platforms and funds, and the investment advice process</li> <li>• Understanding the information needs of fund managers regarding advisor behaviour and decision making</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• MS SQL Server analysis and development skills</li> <li>• T-SQL</li> <li>• Stored Procedures</li> <li>• Expert Excel skills (including Data Connections, Graphing Tools, PowerPivot and Macros)</li> <li>• At least basic VBA</li> <li>• Strong problem solving and analysis skills with an inquisitive, resourceful approach to improving the way things work</li> <li>• Good interpersonal skills, including a collaborative approach to team working and relationship building with colleagues and external contacts</li> <li>• Good written and verbal communication skills including the ability to communicate effectively with non-technical colleagues</li> </ul>	<ul style="list-style-type: none"> <li>• Additional technical skills, including: <ul style="list-style-type: none"> <li>• Advanced VBA</li> <li>• Power BI, or equivalent</li> <li>• MS SQL Server Analysis Services (SSAS)</li> <li>• MS SQL Server Reporting Services (SSRS)</li> <li>• MS SQL Server Integration Services (SSIS)</li> <li>• Visual Studio</li> </ul> </li> <li>• Data visualisation skills</li> <li>• Identifying and developing solutions to transform raw data into understandable insights for clients</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Writing and debugging SQL queries and identifying areas for improvement</li> <li>• Using Excel to connect to external data sources, then analyse and present data appropriately</li> <li>• Delivering projects to deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• SQL development in a commercial environment</li> <li>• Using VBA to create external documents (e.g. PowerPoint)</li> <li>• Utilising ETL processes</li> <li>• Working with large and complex sets of data</li> <li>• Data warehousing</li> <li>• Data analysis report automation</li> <li>• Researching and recommending improvements to reporting solutions</li> <li>• Troubleshooting database issues</li> <li>• Clearly documenting processes and procedures</li> <li>• Working within the financial services industry</li> </ul>
<b>Approach to Work</b>	<ul style="list-style-type: none"> <li>• Self-motivated, enthusiastic, inquisitive and proactive – with the ability to think creatively to solve problems</li> <li>• No-nonsense approach – speaks up with ideas/opinions, acknowledges mistakes and learns from them</li> <li>• Collaborates effectively as part of a team, whilst retaining a strong sense of ownership for individual and team task completion and quality of work</li> <li>• Communicates professionally and constructively with colleagues to support effective team working</li> <li>• Understands the balancing act between commercial reality and technical perfection and focuses on the objectives underlying each project – balancing a strong attention to detail with seeing the bigger picture</li> <li>• Drives for results, with the ability to maintain focus and respond quickly within a fast paced and rapidly changing environment</li> <li>• Works with foresight, and in a manner that gets tasks done “right first time”</li> </ul>	
<b>Special Conditions</b>	<ul style="list-style-type: none"> <li>• Flexibility to occasionally work outside normal office hours in order to support customer facing applications and minimise disruption to business operations</li> </ul>	