

Job Description

Job title:	Strategic Reporting Analyst
Reports to:	Customer Insights Manager
Responsible for:	No Direct line management responsibility

Role Overview

We make moments that matter by truly caring about our customers and ensuring they are at the heart of everything we do.

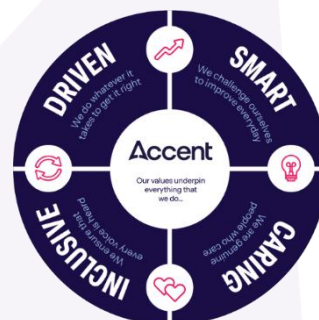
Like us, you are committed to exceptional customer service, and working hard to ensure our customers feel valued, heard, and supported. We deliver affordable homes and build better futures by actively listening to the needs and aspirations of our customers. We work to create communities where people feel safe, secure, and empowered. By fostering open communication, offering tailored services, and continually striving for excellence, we all aim to build lasting relationships that go beyond housing – enhancing lives and contributing to thriving, vibrant communities where everyone can feel good to be home.

As the Strategic Reporting Analyst, you will play a critical role in transforming data into actionable insights that drive Accent's customer strategy and operational excellence. You will lead the creation of performance reporting, develop predictive models to anticipate customer needs, and support our business intelligence capabilities. Working closely with the Customer Insights Manager and the rest of the data team, you will ensure data-driven decision-making across the organisation. Your expertise in analytics and forecasting will enable Accent to be proactive rather than reactive, directly enhancing customer satisfaction and service delivery. This role offers the opportunity to shape how we understand and serve our customers through advanced data analysis and strategic reporting.

Core Values Alignment

We live and breathe our values. We are Smart, Driven, Caring, and Inclusive. Our colleague and leader competency framework underpins this and helps provide focus and clarity around the behaviours and attributes that are expected at Accent. Our focus on value for money ensures that we continue to spend wisely, work productively and make the best use of our resources. This is all about how we do things: it's what we expect everyone to embrace and work towards in their roles.

As a Strategic Reporting Analyst, you will demonstrate these values by using smart data techniques and predictive analytics to deliver insights that inform proactive business strategies. You will be driven to provide high-quality analysis and reporting that enhances the customer journey while remaining caring in your approach to understanding customer needs. Through inclusivity, you will collaborate with specialists across the organisation to ensure that data reflects the diverse voices of our customer base, leading to meaningful improvements in service delivery and anticipating future needs.



Key Responsibilities and Duties

Performance Reporting & Analysis

- Design, create, and own the performance reporting framework that tracks key metrics across customer services and operational delivery.
- Produce regular performance reports for senior management, highlighting trends, insights, and recommendations that impact customer experience and organisational performance.
- Translate complex data into clear, actionable insights that can be easily understood by non-technical stakeholders.
- Collaborate with stakeholders across departments, such as Housing Services, Customer Relations, and Communications, to share insights and drive data-driven service improvements.
- Provide analytical support for strategic projects and initiatives focused on improving customer satisfaction and service efficiency.

Predictive Analytics & Modelling

- Develop and maintain predictive data models to forecast customer behaviour, service demand, and potential issues, enabling proactive decision-making.
- Use statistical analysis and machine learning techniques to identify patterns and anticipate future customer needs and service requirements.
- Continuously refine and improve predictive models based on outcomes and changing business needs.

Business Intelligence & Dashboards

- Support the BI Reporting Specialist in the creation, management, and enhancement of interactive dashboards and visualisation tools.
- Ensure BI dashboards effectively track key performance indicators and provide real-time insights to stakeholders.
- Contribute to the development of self-service reporting capabilities across the organisation.

Data Analysis & Strategic Support

- Conduct in-depth data analysis to support the insights work being delivered by the team, identifying trends in customer behaviour and satisfaction.
- Proactively provide analysis that drives robust decision-making and strategic planning in customer services and operations.
- Support customer feedback initiatives by analysing survey responses and customer interaction data to understand needs and preferences.

Data Quality & Governance

- Ensure data quality and integrity across all reporting and analytics activities, adhering to data governance policies and best practices.
- Maintain compliance with data protection regulations and ensure secure handling of customer data.
- Document analytical methodologies and maintain clear audit trails for all reporting and modelling work.

The must haves:

- Proven experience in data analysis with a strong track record of creating performance reports and predictive models.
- Strong experience with data visualisation and business intelligence tools (e.g., Power BI, Tableau, Qlik).
- Demonstrated ability to build predictive models using statistical or machine learning techniques.
- Experience working with large datasets, preferably in the housing, public sector, or not for profit sector.
- Excellent analytical and problem-solving skills with a customer-centric mindset.
- Strong communication skills with the ability to present complex findings to senior stakeholders and non-technical audiences.
- Ability to work independently, manage multiple priorities, and deliver high-quality work to deadlines.
- Degree or experience in Data Science, Statistics, Business Analytics, Mathematics, or a relevant experience.
- Experience in predictive analytics, forecasting, or machine learning applications in a business context.
- Knowledge of data protection regulations (GDPR) and best practices.

The added extras:

- Experience in the housing sector or a similar customer-focused environment.
- Experience mentoring or supporting junior analysts.
- Advanced proficiency in data analysis tools and statistical software (e.g., Python, R, SQL, Excel).

This role description highlights key responsibilities but is not exhaustive. Colleagues will agree on priorities with their Line Manager and are expected to work flexibly, supporting the team and working collaboratively across teams to deliver outstanding results for our customers. Working together as one team is our norm at Accent and reflects how we achieve success and meet the organisation's evolving needs.

We work flexibly and on an agile basis. We design our work around the customer with the focus being on ensuring we deliver the best possible service to our customers and to the best of our abilities. How and where you work will be agreed with your line manager to achieve the best outcome for both the organisation and for you, wherever possible.