

Role title	Data Insights Analyst
Reports to	Head of Commercial
Working hours	Work life balance is important to us and so we are open to discussion on flexible working patterns (minimum 4 days per week).
Location	Hybrid role with 2 days per week in our Inntravel office, Whitwell-on-the-Hill, near York

Role Purpose

Inntravel is an ambitious travel brand with a big plan and a bright future. We're a well-established tour operator based in York, with a long tradition of developing and operating exceptional walking experiences.

The commercial team is expanding to drive growth and deliver success. We are seeking a talented Data insight Analyst to join the team to help us create, maintain and develop a suite of reporting to analyse our data, interpret trends and generate actionable insights to optimise our travel offerings, enhance customer experiences and drive our growth. Your analytical expertise will be crucial in identifying opportunities, refining marketing strategies, and improving operational efficiency.

You'll also help to ensure that we hit our company targets to halve our CO2 emissions by 2030.

Areas of responsibility

- Insights and reporting
 - Develop reports, dashboards and visualisations to communicate insights effectively to key stakeholders
 - Collaborate with cross-functional teams to ensure the provision of relevant and actionable data-driven recommendations
 - Create and deliver regular reports on performance metrics, market trends and customer behaviour to support decision-making processes
- Data analysis and interpretation
 - Work with our numerous datasets from various sources including selling and customer contact systems and operational metrics
 - Utilise advanced analytics tools and techniques to extract meaningful insights from our data, to help identify patterns, trends and correlations
 - Conduct in-depth exploratory analysis to understand business performance, customer preferences, travel trends and industry dynamics
- Customer experience enhancement
 - Use customer feedback and behaviour to identify pain points and areas for improvement in the travel experience
 - Collaborate with the customer operations team to enhance the customer journey and overall satisfaction
- Business Optimisation
 - Help to identify opportunities to optimise travel products and services based on data analysis, driving revenue growth and customer satisfaction
 - Develop reporting on internal business efficiency using data held within the selling system to help to optimise work effort
 - Help to monitor the performance of marketing campaigns and propose improvements to enhance the return
- Competitor analysis

- Stay updated with the latest industry trends and conduct competitor analysis to identify market opportunities and threats

Qualification, skills and behaviours we are looking for

- Bachelor's degree in Data Science, Statistics, Mathematics or a related field
- Proficiency in data analysis tools such as Python, R, SQL or similar, preferably in the travel or hospitality industry
- Experience with data visualisation tools like Power BI as well as competent Excel skills
- Strong analytical skills and the ability to derive insights from complex datasets
- Knowledge of statistical methods and predictive modelling
- Proactive and self-motivated with a strong sense of ownership and accountability
- Competency in Excel

What you need to bring to the role

- Ability to work with different teams with excellent communications skills
- Accuracy and attention to detail
- Well organised and systematic with a common-sense commercial understanding
- Able to manage variable workloads effectively and meet key deadlines

Measuring success

- Delivery of reports and dashboards across the business in line with requirements
- Business growth driven by actions taken using data/reporting provided
- Make a positive difference – use charity days and carbon emissions decrease

Benefits of working for us

- 50% holiday discount scheme on holidays offered by any company in the Hotelplan UK group
- 25 days holiday a year (pro-rata) – rising by 1 day per year to 30 days after 5 years.
- Opportunity to 'buy' additional leave if you need more holiday
- Annual bonus eligibility based on company performance
- Hybrid working
- Healthcare cashback scheme that allows you to reclaim money on a number of healthcare costs
- Pension scheme
- Life insurance
- 2 volunteer days a year
- Sociable and friendly office environment including our own allotment and lunchtime exercise classes

Our Values

Inntravel – **inspiring** individual discovery

Expertise through knowledge and experience

Respect for the places and people we work with

Embracing **individuality** and **creativity**

Trust through openness and integrity

Shared **enthusiasm** and **pride** in all we do.

The fine print

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements, and you will also be expected to undertake such tasks as are reasonable and relevant to the scope of the post. Job descriptions will be regularly reviewed to ensure they are an accurate representation of your role.

Approved by	
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Date	
Reviewed	