



SPITFIRE INBOUND (PTY) LTD

BUSINESS ANALYST

REPORTS TO: Lead Solutions Architect

JOB DESCRIPTION

ROLE PURPOSE:

The Business Analyst is responsible for analysing business processes and data to help clients set benchmarks, establish goals, and develop a clear direction for growth. The role involves using data insights to support strategic decision-making

ROLE TASKS & RESPONSIBILITIES:

Data Analysis and Reporting

- Collect, organise, and analyse data from various sources to identify trends and insights that will guide business decision-making.
- Prepare comprehensive reports using Excel and Power BI, presenting data in a way that supports the company's strategic goals and objectives.
- Conduct in-depth analyses to uncover opportunities for business improvement, helping management set clear benchmarks and KPIs.
- Assist in building a north-star metric to ensure that all business activities align with the long-term vision and success of the organisation.

Business Strategy Development

- Collaborate with clients to help define the overall direction of their business by providing data-driven insights and recommendations.
- **Contribute to Growth-Aligned Strategy Development**
Partner with clients to design business strategies that support organisational growth targets, customer needs, and emerging market opportunities. Translate business vision into actionable solution roadmaps and technology architecture.



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Spitfire Inbound (Pty) Ltd, 103 Central Street, Houghton, Johannesburg, 2041. Regn No 2016/165091/07, Directors: Grant R Leishman CA(SA), Darren J Leishman

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- **Refine Business Goals Using Data-Driven Insights**

Analyse performance metrics and operational data to validate strategic assumptions, identify improvement opportunities, and support refinement of business objectives. Ensure solutions and initiatives align tightly with both short-term performance drivers and long-term strategy.

- **Facilitate Strategic Planning & Prioritisation Workshops**

Lead structured strategy and planning sessions with cross-functional stakeholders, presenting insights, trends, and solution recommendations. Use data storytelling and facilitation best-practices to focus discussions, validate priorities, and guide decision-making.

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Project Coordination

- Provide operational support by overseeing the coordination of specific projects, ensuring tasks are completed on time and meet business objectives.
- Monitor the progress of projects and report on key milestones, supporting management in decision-making throughout the project lifecycle.
- Collaborate with different departments to ensure the successful execution of projects, adjusting timelines and deliverables as needed.
- Analyse project data to inform future strategies and improve project outcomes.

Stakeholder Relationship Management

- Build and maintain relationships with Senior clients, stakeholders and technical executives, internal teams, partners, suppliers, and clients to support collaborative work across the business.
- Engage regularly with different stakeholders to ensure alignment between business objectives and operational execution.
- Manage expectations across the business, keeping stakeholders informed of progress and any changes that may affect the overall strategy.
- Foster open communication with key stakeholders, facilitating discussions that lead to better business outcomes.
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Innovation and Initiative

- Take initiative in identifying potential areas for business improvement through data analysis, providing management with recommendations for change.
- Apply creative and out-of-the-box thinking to solve complex business challenges, introducing new ideas that contribute to growth and efficiency.
- Stay updated on industry trends and new technologies that could enhance business performance, sharing insights with the team for consideration.

Learning and Development



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- Continuously improve skills in data analysis, business strategy, and project management through ongoing training and professional development.
- Leverage on online courses and certifications to stay updated with the latest tools and best practices in business analytics.
- Actively seek feedback from peers and managers to enhance personal performance and contribute more effectively to business objectives.

TECHNICAL SKILLS:

- Technical solution design & delivery
- CRM Architecture Knowledge.
- CRM Implementation Experience.
- CRM Integration Experience.
- API Experience and Knowledge.
- Dataflow and ERD Design Experience.
- Advanced knowledge of Excel for data manipulation and analysis.
- Strong analytical skills to interpret complex data sets and provide actionable insights.
- Experience in project management principles and methodologies.
- Ability to work with data to identify key trends, inform decision-making, and support strategic planning.

BEHAVIOURAL COMPETENCIES REQUIRED:

Critical

- Technical Delivery
- Interpreting Data
- Managing Tasks
- Taking Action
- Developing Strategies
- Providing Insight
- Examining Information
- Interacting with People
- Making Decisions
- Seizing Opportunities
- Strategic

Important

- Team-Working
- Developing Expertise
- Generating Ideas
- Documenting Facts
- Inviting Feedback



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We value our employees and go the extra mile to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication and understanding online marketing and business development in a fast-paced and exciting setting. You will also learn how to work in a professional environment and have ample opportunity to network with department leaders and other professionals throughout the company and industry.



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