

Senior Business Analyst

Your tasks

Providing tools and support to PLT, TT, NSM and RMs by analyzing sales data periodically at Region and Area level, article sale movement, tracking weekly KPIs and monitoring implementation of initiatives and price promos to manage the sale effectively. Gaining sale growth through close and timely information to sale team on customers achievement and balances. Improving the efficiency of the team by empowering them with more information analyzed and structured in the desired way customised to the need of the time. Support management in preparing business presentations when it is requested (coordinating with all departments). Interface with Market planning to define article, channel and pricing forecast.

Your profile

Technical & Analytical Skills

- Strong proficiency in **data analysis** and **data visualization**, with hands-on experience in **Power BI dashboard design and maintenance**
- Solid understanding of **data tracking methodologies**, including funnel tracking, user behavior analysis, and KPI performance tracking
- Ability to clean, transform, and model large datasets for actionable insights
- Familiar with **SQL** for data querying and manipulation

Tools & Platforms

- Proficient in **Power BI** (DAX, data modeling, custom visuals)
- Experience with **CRM systems** such as **Salesforce**, including data structuring, dashboarding, and pipeline management
- Familiar with **Salesforce reporting tools**, object management, and data integration methods
- Excel (pivot tables, advanced formulas), basic Python or R (is a plus)

Business & Communication Skills

- Strong **business acumen** with the ability to translate data insights into strategic recommendations
- Capable of working closely with sales, marketing, and operations teams to understand reporting needs
- Good **project management** and **stakeholder communication** abilities



Job ID
REF84220S

Location
Kulim

Leadership level
Leading People

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

- Able to document and explain analytical processes and findings clearly to non-technical stakeholders

Preferred Experience

- 2-4 years in data analytics, business intelligence, or CRM/data system management
- Experience in **retail, automotive, or consumer product industries** is a plus
- Familiar with data governance and data quality best practices

Our offer

- At Continental, we let your ideas shape the future to make a meaningful difference in the world, and to themselves.
- Opportunity to gain global experience and build networks from international mobility across our vast organization.
- Competitive salary, bonuses and pension contributions. Beyond that, you'll enjoy generous leave, medical care and a highly competitively staff benefits package.
- We foster our people's talent so they can master their career journeys and realize their greatest potential.
- Open, inspiring and rewarding corporate culture
- Flexible working conditions that help you enjoy your work-life balance.

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary.