

# Senior Business Analyst

## Tus actividades

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.

## Tu perfil

### 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**

Ubicación  
**Kulim**

Nivel de liderazgo  
**Liderando Gente**

Flexibilidad laboral  
**Trabajo Presencial**

Unidad jurídica  
**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

#### Lo que ofrecemos

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