

Sales Business Analyst

Your tasks

We're looking for a data analysis talent to provide data-driven insights and structured analytical support to Management and the Sales Team, enabling effective sales planning, execution, and performance management.

The role focuses on regional and market-level sales analysis, article performance tracking, KPI monitoring, price promotion evaluation, and initiative follow-up. By delivering timely, actionable insights on customer achievement and balances, the position drives sales growth and improves team efficiency.

The role also supports Management with business presentations, cross-functional coordination, forecasting input, and sales-related reporting.

Analytics

- Develop tools, dashboards, and KPIs to support sales performance management.
- Analyze customer-focused activities (Plan vs. Achievement), identify gaps and trends, and highlight risks and opportunities to NSM and RMs.
- Conduct article-level and market-level performance analysis to pinpoint correction areas.
- Monitor segment performance and support management in formulating targeted action plans.

Reporting

- Provide customized reports and actionable recommendations for business decisions and initiatives.
- Support short- and long-term forecasting with accurate data and insights.
- Conduct quantitative analysis including ROI, trend analysis, opportunity/risk assessment, regression, correlation, cannibalization, probability modeling, and forecasting analysis.
- Develop reports to be insert to other systems or interfaces, e.g. Salesforce.

Management

- Support Management in sales budget preparation, target setting and rolling forecast reviews.
- Perform sales-to-budget variance analysis and provide improvement recommendations.

People

- Understand the requirements of management and ensure effective communication.
- Respond sensitively to team expectations and evolving business needs.
- Analyze and interpret customer behavior to support sales strategy.
- Gather feedback from the field and incorporate insights into reporting



Job ID
REF94683F

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

and strategy refinement.

General

- Present analytical insights and strategic recommendations to the entire Sales Team.
- Ensure effective communication between Management and the Sales Team.

Your profile

Job Qualifications

Required Qualifications:

- Bachelor's degree in Computer Science, Business Administration, Information Systems, or equivalent professional qualification
- Minimum 2+ years of professional experience in business analysis, systems analysis, or related field
- Advanced proficiency in Microsoft Office and Power BI software
- Proficiency in business analysis tools and platforms, with demonstrated expertise in Salesforce
- Strong analytical and problem-solving capabilities with meticulous attention to detail
- Demonstrated competency in requirements gathering, documentation, and stakeholder management
- Advanced proficiency in data analysis and interpretation
- Exceptional communication skills, both written and verbal, with the ability to articulate complex information with clarity and precision
- Professional working proficiency in English (written and spoken)
- Proven ability to work collaboratively within team environments and manage multiple stakeholders effectively
- Strong organizational capabilities and demonstrated ability to prioritize competing demands

Preferred Qualifications:

- Professional experience within corporate environments and manufacturing or retail industry
- Knowledge of retail business process modeling and workflow analysis
- Established track record of driving process improvements and delivering measurable business results

Our offer

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About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.

Tire solutions from the Tires group sector make mobility safer, smarter,

and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.