

**Job title: Data Analyst (Operational Performance)**

**Location: Cardiff or London (Hybrid working)**

### **About Sonovate**

Sonovate is lending and technology company with a clear vision: to be The Funding Platform for the Future of Work. Our embedded payment solution empowers the new world of work. By offering flexible payments, it lets recruiters, consultants, and labour marketplaces place contractors and freelancers to unlock their cashflow to capitalise on the opportunities that flexible working provides. This means our customers can draw funds as and when they need them to pay their workers while waiting for end clients to pay them on their own terms.

### **Role Overview**

We are looking for a Data Analyst (Operational performance) to drive business success by analysing business unit performance and pinpointing what drives profitability. You'll turn insights into practical strategies that boost growth, improve client retention, and encourage the right behaviours through effective incentive schemes.

This role blends advanced analytical skills with commercial awareness, using SQL expertise to provide clear, actionable insights that support data-driven decisions and deliver real results. Reporting to the Head of Data & Analytics, you'll have full access to the data needed to achieve the objectives set by the Chief People Officer.

### **Key Responsibilities:**

#### **Business Unit Performance Analysis**

- Assess revenue composition, cost structure, and profitability across all business units aligned to Annual Rocks and Cash flow positivity.
- Build and maintain SQL queries in our BI tool' and work with the data team to architect and deploy efficient maintainable solutions into our dbt models.
- Leverage advanced SQL and Python skills to maximise BI tools.
- Establish baseline metrics for growth and performance tracking.

#### **Growth & Retention Strategy**

- Translate profitability insights into targeted actions for each business unit.
- Analyse churn and client behaviour data to identify retention risks and opportunities.
- Partner with leadership to align operational priorities with customer-centric strategies.

#### **Incentive Scheme Design**

- Evaluate current incentive structures and their behavioural impact.
- Define desired behaviours (e.g., collaboration, upselling, retention focus) and ensure schemes reinforce these.

- Design and implement commission structures for CSM, CE, and Sales teams that balance short-term wins with long-term value.

### **Performance Measurement & Insights**

- Implement timely performance dashboards for business units and functions.
- Deliver actionable insights to enable data-driven decisions at leadership level.
- Create a feedback loop where measurement informs strategy for continuous improvement.

### **Core Technical Skills**

- SQL Expertise – Ability to write complex queries and manipulate large datasets
- Data Analysis & Interpretation – Skilled at turning raw data into actionable insights.
- Financial Acumen – Understanding of revenue, cost structures, profitability, and ROI analysis.
- Dashboard & Reporting Tools – Experience creating BI and performance dashboards and automated reports. Strong analytical and problem-solving skills with ability to interpret complex data.

### **Key Deliverables**

- Successful Delivery of Outputs / Milestones: time and expected delivery
- Accuracy & Timeliness of Reporting: Monthly and quarterly performance reports delivered on schedule; with continuous improvement.
- Profitability Insights presented aligned to rocks.
- Data Accessibility: SQL queries and dashboards maintained.

### **What will you get in return?**

- 28 days holiday + bank holidays
- Private medical insurance with Bupa
- Employee Assistance Programme
- Techscheme with Apple and Currys PC World
- Cyclescheme
- Working with latest technologies and leading SaaS providers
- Eye care vouchers with Specsavers
- 50% discounted gym membership
- 50% off mobile apps (Calm, Duolingo, Audible, Les Mills)
- 2 days charity leave per year

- You'll work for a company that is passionate about personal development and a strong community focussed culture

**Sound interesting?**

If your answer is 'yes' then click apply to find out more!

If you require any reasonable adjustments to support you during the interview process, please let our Talent Acquisition Partner (Alex Morrell) know and we'd be happy to help!

We know that diverse teams are strong teams. We promote a diverse, inclusive and empowering culture and are committed to recruiting, retaining and developing all our employees

Please note: All successful applicants who are offered a role at Sonovate will be required to pass background screening checks before starting with us. These checks will include National ID Checks, Right to Work, Employment References, Adverse Financial History, Criminal Record, Global Sanctions, Bankruptcy checks. Our Talent Acquisition team will be able to run you through these in detail at the early stage of your application