

Data Analyst Coordinator

Society Division:	Food Retail
Society Reporting Unit:	Commercial Team
Location:	Lichfield/Warwick
Reports to (job title):	Pricing, Promotions and Data Analysis Manager
Number of direct reports:	0
Number of in-direct reports:	2
Budget / Revenue Responsibility:	
Key Stakeholders:	Trading Manager, Pricing, E/Q Commerce, Supply Chain, Marketing, Finance, Operations
Date of Job Description:	29.04.26

Role Purpose:

Deliver our Value Strategy through the execution of high-quality promotional data, insight, and analytical solutions that enable informed decision-making across the trade planning and commercial function, driving improvements in commercial performance and strategic clarity for our colleagues, customers and members. The role supports the day-to-day management of data analyst operations, acting as a key point of contact for escalations, queries and process guidance. Deliver our Value Strategy through the execution of high-quality promotional data, insight, and analytical solutions that enable informed decision-making across the trade planning, commercial, and food teams. The role will oversee day-to-day data analyst operations, and driving comprehensive data analysis and actionable insights across the wider food team to cover category promotions, trading performance, and any other commercial insights.

Role Responsibilities:

- Lead data analysis across the food team, taking responsibility for category promotions performance, commercial trends, and wider strategic insights.
- Lead analysis of all promotional performance, customer behaviour, and operational metrics, ensuring impact of cannibalisation and cost to serve is included.
- Oversee the creation and execution of weekly and periodic reporting, category reviews, and performance dashboards to provide clear, actionable insights for the Food Senior Team.
- Identify trends, risks, and performance opportunities across sales, margin, category promotions, and customer activity. Support Commercial, Pricing, and E/Q Commerce teams with data-driven recommendations.
- Design and deliver advanced analysis, including forecasting, segmentation, and performance modelling.
- Ensure data accuracy, consistency, and integrity across all reporting outputs.
- Translate complex data into clear, compelling narratives and strategic recommendations for key stakeholders and leadership.
- Drive continuous improvement in promotional execution, trading analytics, and operational ways of working.

- Work closely with the Strategic Trade Planning Manager to ensure our off-shelf space is optimised throughout the year.
- Work closely with the Pricing Data Analysis coordinator to ensure the overall value strategy is delivered and overall value perception improvements are balanced.
- Develop dashboards and reporting that provide clear, actionable insight.
- Identify trends, risks, and opportunities across sales, margin, and customer activity.
- Support Commercial, Pricing, and E/Q Commerce teams with data-driven recommendations.
- Design and deliver advanced analysis, including forecasting, segmentation, and performance modelling.
- Ensure data accuracy, consistency, and integrity across reporting outputs.
- Translate complex data into clear and compelling narratives for stakeholders.
- Drive continuous improvement in promotional execution and ways of working.
- Work closely with the Strategic Trade Planning Manager to ensure our off-shelf space is optimised throughout the year.
- Work closely with the Pricing Data Analysis coordinator to ensure the overall value strategy is delivered and overall value perception improvements are balanced.
- Occasionally situations may arise where other duties or tasks may be required as reasonably requested by the Society.

Skills & Experience:

Essential Skills

- Excellent analytical skills.
- Teamwork and collaboration
- Advanced Excel skills and Power BI.
- Strong governance awareness
- Retail or FMCG background
- Ability to clean, manipulate and analyse large data sets.

Desired Skills

- Knowledge of AI developments within the industry relating to promotional execution and management.
- Competitor analysis and interest in future customer and technology trends.

Essential Experience

- Experience working with retail promotional strategy and tools
- Ability to work alongside 3rd party data providers and challenge on behalf of Our Coop.
- Experience of the tools to enable balance of margin vs competitiveness
- Category Management principles.

Desired Experience

- Experience working cross-functionally with: Category Management teams

- Finance and Supply Chain
- Ability to present recommendations and influence decisions with data
- Experience of working with customer data and insight, enabling a customer lens to be applied to promotional recommendations.