Regional Business Analyst - National Sales

Location

Corporate H/O- 10th floor

Closing Date
12/24/2021
Description

- Responsible to assist Regional Managers and District Manager in formulating and executing National & Regional Marketing and Sales Strategy using information inputs from business intelligence, market research and ground level market / competitor intelligence, researching market conditions and information in order to size the regional sales potential, planning of effective campaigns in order to capture the potential and post evaluation of such activities /campaigns for continuous improvement.
- Require to define, develop and deliver a set of sales reports, gap and trend analysis on a weekly, monthly and quarterly basis in order to form the foundation of a quantitative system for the measurement of sales achievement and effectiveness and work with Uva Ratnapura Regional Analyst (Corporate Planning) in routine and adhoc analytical work in order to do business planning
- Responsible to work with Sales and Marketing teams to segment the collated data in order to ensure that customer base (Business partner, Distributor, Retailer and Consumer) is accurately profiled and segmented and marketing campaigns are appropriately selected and targeted and ensure the success of campaigns and provisioning of ROI analysis of all regional sales activities and marketing campaigns
- Ensure inputting data that answers specific business questions or requirements, work with regional teams to identify new market opportunities and work with corporate planning, marketing teams to complete concept testing for a specific initiative
- Coordination of sales target setting process within the region and target dissemination by region, district and sub region
- Identify cause effect relationships between marketing actions and financial outcomes in order to increase distributor profitability, define, develop and deliver a set of distributor profitability reports, gap and trend analysis on a monthly and quarterly basis in order to ensure short and long term business health of distributors and business partners
- Responsible to conduct sales force effectiveness analysis - churn, RGB, Revenue in order to find the effectiveness

Entry Requirements

- Ideal candidate should possess a Diploma or a degree in Marketing/Business Management /Mathematics or Statistics
- Analytic and critical thinking skills & Expertise with Excel and Power Point
- Minimum 2 years of experience in a relevant field would be an added advantage