

Role Information	
Job title	Commercial Performance & Analytics Graduate
Band/Grade	Band 3
Reports to	Commercial Performance Manager
Department	Commercial

Job Purpose
 You could be analysing the impact of geographical disasters or global events, such as the Olympics or Sporting World Cups, examining UK and Ireland sales, or focusing on corporate or high earning clients

- Principal Accountabilities**
- You'll be championing the use of commercial analysis to provide insight and direction for key decisions made in Revenue Management, Sales, Distribution, Digital and Ancillaries.
 - You will analyse revenue performance, highlight relevant issues and provide recommendations outlining appropriate action to be taken (e.g. promotional activity, inventory action or price changes) that will deliver sales and marketing revenue targets
 - You'll play an integral role in the revenue planning process, which delivers revenue targets and forecasts to all areas of the business
 - You could provide input to sales and marketing strategy by providing analysis on the marketplace, cost of sale, effectiveness of marketing campaigns or distribution initiatives
 - You'll highlight issues and opportunities for generating better customer understanding that will deliver incremental revenue to BA

- Tools and data we use:**
- We use Excel modelling, SAS for data analysis and data mining, Enterprise miner, Tableau for analysis and visualisation, Business Objects, Teradata SQL and Adobe Insight (Omniure) for web analytics. We would train you up on all of these but look for you to have strong Excel skills already
 - Our data covers most aspects of BA business available on databases, for example flights information, commercial results, market share, schedules, margins on ancillary revenues, network plans

We have a strong analytical community at BA and a number of Analytical roles for you to grow your career. To find out what it's like to be part of our analyst community, click [here](#) to visit our Analyst Hub.

Job Dimensions/Measures	
Dimension	N/A
Team	No direct reports
Key Interfaces	

Person Specification	
Experience & Skills	
<ul style="list-style-type: none"> • Analytical knowledge and know how. 	

Qualifications

- Must hold or be predicted to obtain a 2:2 degree or above, with a strong analytical skill set developed as part of your degree
- Must have the right to live and work full-time in the UK indefinitely without sponsorship from British Airways OR be able to provide evidence that you can achieve this independently
- Must be able to pass a Criminal Record Check

Expertise / Specialist Knowledge (Essential or desirable)

- You'll have a curious mind and enjoy questioning and identifying the root causes of trends and delivering strong & relevant recommendations to your stakeholders
- You will need to be comfortable with Excel based analysis
- You will have experience and knowledge of collecting, collating and organising data, as well as being able to make sense of and interpreting data
- Experience in using datamining and/or statistical analysis tools (e.g. SAS, SQL, Tableau, Access, Excel) is not essential but highly regarded

The ability to build strong relationships across different departments and stakeholder management is needed in this role

Living our Commitments

We are **safe and secure, always**
 We are **passionate about service**
 We are **confident**
 We are **trusted advocates of BA**

All candidates are assessed against our Commitments as well as any additional skills and behaviours specifically required of the role

Effective Date: