



PR/158842 | Business Insights Analyst

Job Information

Recruiter[JAC Recruitment Malaysia](#)**Job ID**

1536738

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Malaysia

Salary

Negotiable, based on experience

Refreshed

April 30th, 2025 16:04

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

COMPANY OVERVIEW

A well-established client of us in Kuala Lumpur is seeking for Business Insights Analyst.

JOB RESPONSIBILITIES

- Compile, aggregate and consolidate data sets from multiple data sources to identify relationships, co-relations and trends.
- Analysis, identify and drive strategic and actionable insights with the operations, sales and marketing teams to define clear issues, analyze opportunities, and develop solutions and actionable recommendations in a rigorous, data-driven process.
- Develop and implement regular reporting of key performance metrics including key performance metrics, forecasting models, marketing and campaign performance.

- Support the marketing, promotions and sales team in structuring and planning forecasting supply/demand trends, measuring campaign and marketing effectiveness, supporting A/B testing efforts, and developing conclusions from the various actions.
- Uncover areas within the business that could potentially drive customer engagement, retention and revenue uplift to unlock sales opportunities or accelerate growth.
- Develop real-time reports and dashboards using BI tools (e.g., Tableau, Power BI, Looker).
- Conduct predictive analytics to anticipate player behavior and game performance.
- Work closely with account managers, game providers, and internal teams to align insights with business goals.
- Monitor market trends and competitor data to identify new opportunities.

JOB REQUIREMENTS

- 3+ years of experience in Business Intelligence, Data Analytics, or a similar role.
- Advanced Excel skills (such as VBA scripting, macros, array formulas, pivot tables, power queries, multi-data source integration, data cleansing methods, text and data manipulation functions, charting and dashboarding) and seasoned in large data validation, reconciliation, and management.
- Strong SQL skills – ability to extract and manipulate large data sets.
- Proficiency in BI tools (Tableau, Power BI, Looker, or similar).
- Experience analyzing data from multiple game studios, operators, and iGaming platforms.
- Skilled in scripting or data manipulation languages such as Python or R for statistical analysis is a plus.
- Experience with cloud data platforms (BigQuery, Snowflake, Redshift) is a plus.
- Strong problem-solving skills and ability to identify actionable insights.
- Excellent communication skills – able to present data-driven recommendations to non-technical stakeholders.

Company Description