



## PR/158842 | Business Insights Analyst

### 募集職種

#### 人材紹介会社

ジェイエイシーリクルートメント マレーシア

#### 求人ID

1548216

#### 業種

ITコンサルティング

#### 雇用形態

正社員

#### 勤務地

マレーシア

#### 給与

経験考慮の上、応相談

#### 更新日

2025年07月23日 09:00

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

### 募集要項

#### 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.

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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会社説明