# Data analytics DAAN

Enabling data-driven decision making by extracting, analysing and communicating insights from structured and unstructured data.

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| **Guidance Notes:**Data analytics focuses on delivering actionable insights from data to drive better decision making. Activities may include, but are not limited to:* collecting, processing, and analysing data from various sources
* identifying trends, patterns, and insights using a range of analytical and statistical techniques
* developing and validating predictive models
* communicating findings to stakeholders
* ensuring data quality, integrity, and governance
* collaborating with teams to align analytics initiatives with business objectives
* designing and implementing data analytics solutions and processes
* providing actionable recommendations based on domain expertise
* staying current with emerging trends and techniques in data analytics
* strategic leadership for data analytics and related disciplines such as data science
* contributing to data governance policies, standards, and best practices

Data analytics has diverse applications across industries, including customer segmentation, sales forecasting, fraud detection, supply chain optimisation, predictive maintenance, healthcare analytics, financial risk management, HR analytics, social media analytics, and public sector analytics. |

## Level 2

Assists in data preparation and analysis activities under direction.
Processes and validates data to support analytics.
Generates standard reports and insights using established tools and methods.

## Level 3

Supports data analytics by gathering and preparing data from multiple sources.
Applies analytical and statistical methods and software tools to analyse data and develop reports.
Assists in identifying trends and patterns that inform business decisions.
Collaborates with team members to refine analysis techniques and ensure data quality.

## Level 4

Conducts end-to-end data analysis, defining data requirements and ensuring data integrity.
Applies advanced analytical and statistical techniques to extract meaningful insights and develop predictive models.
Communicates complex findings to stakeholders in an understandable manner.
Contributes to the development of data analytics processes and standards. Identifies opportunities for improving data analytics practices.

## Level 5

Manages data analytics activities, establishing frameworks and methodologies aligned with business objectives and data governance policies.
Translates business needs into analytics requirements and identifies data-driven solutions.
Guides the selection and application of advanced analytical techniques.
Communicates insights and recommendations to senior stakeholders, influencing strategic decisions.
Leads the implementation of data analytics solutions.

## Level 6

Develops organisational strategies and roadmaps for data analytics.
Sets policies, standards, and best practices for the use of data and data analytical techniques. Leads initiatives to build data analytics capabilities and develop a data-driven culture.
Oversees the delivery of analytics projects and programmes. Promotes the ethical use of data and data analytics.

## Level 7

Directs the creation and review of a cross-functional, enterprise-wide approach and culture for generating value from data analytics and data science.
Drives the identification, evaluation and adoption of data analytics and data science capabilities to transform organisational performance. Leads the provision of the organisation’s data analytics and data science capabilities.
Ensures that the strategic application of data analytics and data science is embedded in the governance and leadership of the organisation.
Aligns business strategies, enterprise transformation and data analytics and data science strategies.