

Building homes,
independence
and aspirations



Job Profile

Job Title	Lead Customer Analyst		
Job Reference No.	HOMEJD1240	Date of issue:	April 2026

The job in a nutshell...

You lead a small team of analysts who explore customer data to help us understand how customers use our services and what they need from us. You bring together information from many sources and turn it into clear insight that supports senior leaders across Home Group. Your work helps teams make good, customer-centred decisions and supports improvements across the organisation.

What success will look like...

Customer data from many sources is brought together in a clear and consistent way because of your work. The information is easy to explore and use, and senior leaders trust it to guide decisions. Patterns and changes in customer behaviour are spotted early, and this helps business areas respond quickly and plan ahead with confidence.

Insight is produced to a high standard and is used across the organisation. Your analysis gives a reliable picture of how customers interact with us and what sits behind changes in behaviour. This helps leaders understand what is working well and where improvements are needed. Decisions are made with a strong evidence base because the insight is accurate and well understood.

Improvements across customer-facing services are tracked in a consistent way. Teams know what is having an impact and what is not. Your work means leaders can see progress over time and can adjust plans based on real results. This helps the organisation keep improving services while staying focused on what matters most to customers.

Qualitative and quantitative data is blended in a simple and helpful way. Your team brings customer stories and numbers together so that insight feels real and easy to connect with. This approach makes it easier for colleagues to understand customer experiences and leads to more thoughtful and informed decisions.

Your team produces clear analysis that is used to improve the full customer journey. The insight covers early engagement through to long-term support, and it gives a complete picture of how customers interact with us. This wider view helps business areas spot gaps, reduce friction and make services more consistent.

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Where analysis becomes essential to ongoing performance, it is moved into stable production reporting without disruption. Colleagues can rely on accurate, timely reporting that keeps their work on track. You make sure this transition is smooth so nothing is missed and insight continues to support the wider organisation.

Your team works well together and delivers consistent, high-quality output. Workloads are managed fairly and people understand their roles and priorities. The team feels supported and motivated, and this is reflected in the reliability and clarity of the insight they produce.

Relationships with senior stakeholders remain constructive and focused on shared goals. People come to you early when they need support, as they value your guidance and judgement. Expectations are well managed, and insight is shaped around genuine business need. This keeps conversations focused, helpful and grounded in data.

You'll already have these **brilliant** skills, qualifications and knowledge...

Transferable Skills.	Technical qualifications, experience and knowledge.
<p>We get where our customers are in their lives</p> <ul style="list-style-type: none"> • Walk in our customers' shoes • Listening to customers to understand their needs • Recognise each customer is different and adopt a flexible personal approach 	<p>Technical Data Skills</p> <ul style="list-style-type: none"> • Degree or relevant experience • High level Excel skills and experience working with structured data • Ability to check, clean and organise data so it's fit for analysis • Skilled at diagnosing root causes behind operational, financial and behavioural changes
<p>We are organisers and drivers</p> <ul style="list-style-type: none"> • Deliver your objectives at the right pace (but don't fall over) • Be positive and enthusiastic to drive work forward • Use performance information to drive improvements in service to customers 	<p>Data Visualisation and reporting</p> <ul style="list-style-type: none"> • Experience creating reports, dashboards and briefings that are easy to understand • Ability to tailor visual output for different audiences across the business • Knowledge of tools such as Power BI, Power Pivot and Excel (including VBA or Macros)
<p>We have an eye for detail</p> <ul style="list-style-type: none"> • Pays attention to the details • Has the appropriate skills and experience • Uses performance information to drive improvements 	<p>People management</p> <ul style="list-style-type: none"> • Experience line managing or supervising a small team • Confidence setting priorities, reviewing work and giving feedback • Ability to support and develop others while maintaining delivery

We know how the world works and our place in it

- We work in partnership with our customers to shape future services, amplifying their voices.
- Take ownership for understanding the external influences on Home Group and what our competitors are doing.
- Understand the direction we are taking and explain the reasons behind the key decisions.

We'd also love you to have, or be brilliant at... (but don't worry if not)

- Experience working with external suppliers or participating in wider sector groups.
- Familiarity with the Market Research Society Code of Conduct and UK GDPR.
- Experience supporting or leading IT or insight-related projects, such as the development of new analysis tools or platforms.

We're all accountable for...

Health and Safety of ourselves and others; put simply, this includes taking the time to complete all learning, understanding your role-specific responsibilities, working with reasonable care, and taking steps to address and report Health and Safety issues.

Taking a proactive approach to your learning and development to be the best you can be. This includes understanding and keeping up to date with all our relevant policies and processes as well as taking advantage of all the learning opportunities and resources available to you ... they're there for a reason but don't worry, we'll help keep you informed along the way.

Promoting equality, diversity and inclusion as a top priority at Home Group; leading by example in your actions and demonstrating our Brilliant People behaviours.

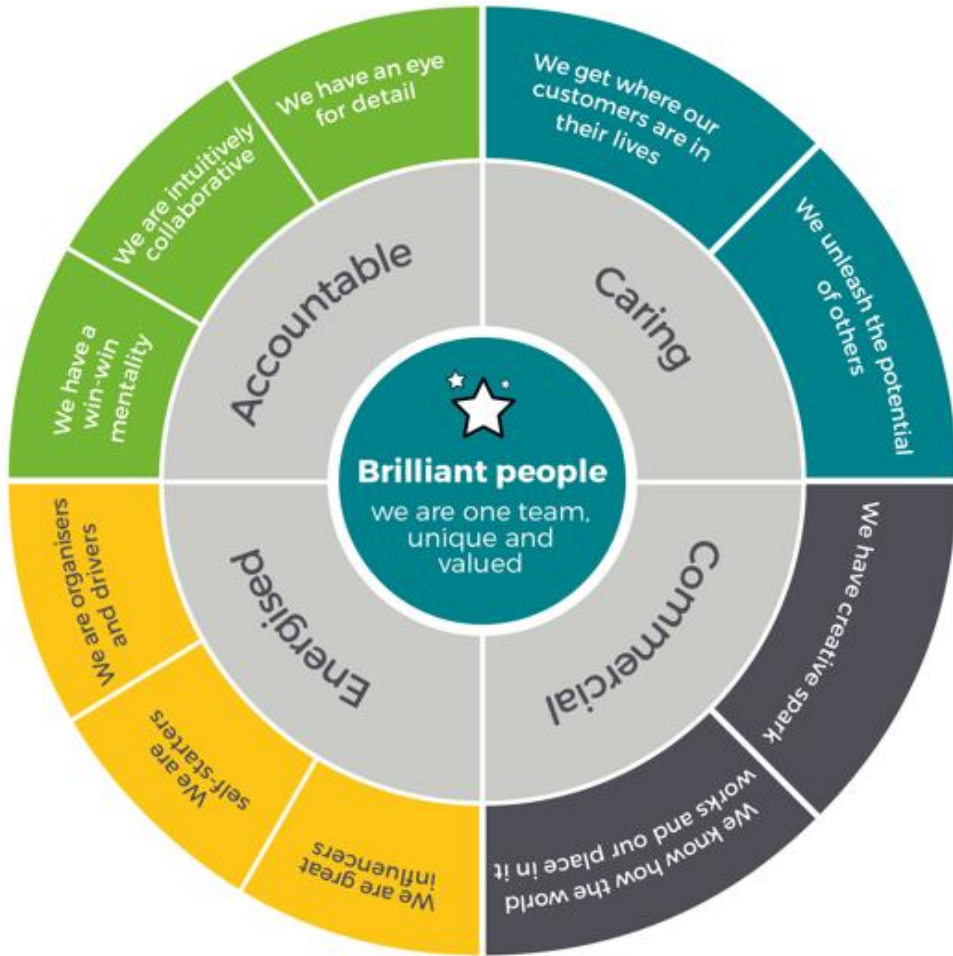
Keeping things compliant! You'll have role-specific and organisational goals but it's important you take these seriously and keep people and information secure and safe within the scope of doing your bit here at Home Group.

Comfortable operating in a modern digital workplace, including using digital tools to work collaboratively and productively.

Other important stuff...

Budget Holder	No	Budget value up to £	<input type="text"/>
Manages People	Yes	# of direct reports circa	<input type="text" value="2"/>
Travel	Occasional	Driving Essential	No
DBS	None		

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