

Business Data Analyst



Phone :

Web :

Job Summary

Vacancy :

Deadline : Nov 10, 2024

Published : Oct 10, 2024

Employment Status : Hybrid

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

This is an opportunity in the exciting and fast-growing transportation technology industry. Public transit is being transformed from a system of static, scheduled fixed-routes, to a dynamic on-demand network, and you'll be one of the pioneers shaping this transformation. You'll join a robust and rapidly growing client success team.

As a Business Data Analyst, you'll be responsible for working directly with clients in face-to-face virtual or in-person meetings, analyzing client operations data, working with project managers on project implementations, running service simulations, assessing key performance indicators, proactively driving client operational improvements, and providing technical systems support for multiple clients. You will develop a deep understanding of urban mobility challenges faced by transit operators. You will become an expert on RideCo's technology platform and data-driven design and operation of transportation services.

Your day-to-day responsibilities will include:

- **Program and client management:** Plan and launch client projects as per the project timeline. Support communication and coordination between project stakeholders including transit planners, senior management, marketing, and operations staff. Work closely with the client through the entire project lifecycle and post-launch operations, prioritizing requests and fostering a strong relationship focused on desired customer outcomes and world-class customer experience.
- **Implement transportation services:** Work together with project managers, solutions engineers, and client stakeholders to develop and implement transportation solutions that fit the needs of the customer. Translate client requirements into technical solutions leveraging the RideCo platform. Utilize a keen eye for detail to manipulate service parameters to meet the precise needs and goals of the client.
- **Support new service launches:** Setup, test, and tune system parameters, run simulations, oversee training, soft launch, monitor KPIs on launch week and make ongoing system changes as needed.
- **Data analysis and performance reporting:** Perform ad-hoc data analysis tasks to compare service performance against goals, evaluate trends, and proactively identify areas for improvement. Collaborate with data engineers to design performance analysis reports spanning rider user-experience, driver user-experience, marketing, operating efficiency, and unit economics. Review the performance reports with stakeholders and the client operations team on weekly face-to-face client meetings to generate insights and actions. Collaborate with project managers to develop end to end executive business review presentations for senior stakeholders.
- **Run simulations and optimize service design:** Perform simulations to analyze performance and operational KPIs. Iterate on the service model by tuning and optimizing dozens of parameters such as dynamic routing engine settings, vehicle count and mix, supply positioning, service frequency, location and density of potential stops, and demand models. Collaborate with the client, operations managers, and other key stakeholders throughout this process. Support the client in setting targets and KPIs for the service prior to launch.
- **Provide technical support:** Provide ongoing technical systems and analytics support to operations managers. Advise them on using the system's dashboards and interpreting the data. Perform system configuration changes based on feedback from operations staff, drivers, and passengers.
- **Drive continuous improvement:** Collaboratively develop weekly/monthly actions to drive continuous improvements, and to achieve the service's objectives (e.g. user experience, ridership, operating efficiency, financials, etc.).
- **Improve internal processes and tooling:** Identify ways to further automate and systematize our internal processes. Collaboratively champion internal process/tooling improvements.
- **Support product improvements:** Expand your knowledge of the transportation industry, understand clients' pain points and identify gaps/opportunities in the product. Share your insights with the product team and assist the product management team in designing new features/improvements to RideCo's platform.
- **Educate and document:** Continuously expand the collective knowledgebase of the company through multi-disciplinary learning, knowledge sharing through live demos, and updating/creating documentation on our knowledge management system.
- **Client Support:** Answer technical support tickets from clients in a timely manner, providing exceptional customer service to client queries and issues. Perform adhoc administrative tasks when required.

Preferred Qualifications:

- **Education:** Undergraduate degree in Management Engineering / Applied Mathematics / Statistics / Finance / Business / Planning, or related discipline.
- **Experience** in data analysis and project management.
- **1 to 5 years of experience** as an analyst, project manager or related role.
- **Data wizard:** Proficient in Excel and Microsoft Office and Google tools. Experience working with business intelligence tools such as Tableau is an asset... Previous experience in a geospatial analysis program such as GIS is an asset.
- **Top-notch communicator:** Strong written/oral communication and presentation skills, especially when dealing with clients and executive stakeholders and internal senior management Experience preparing reports and presentations for senior management.
- **Teamwork:** Constant collaboration within the technical services team and cross-functionally with product team, data engineering, sales and marketing team. We help each other help our customers.
- **Location:** Based in Waterloo, Ontario
- **Willing to travel:** approximately 15%, as needed. (Canada and United States) - Must be able to travel to the US within 3 months of hire date. Valid Passport/US B1B2 Visa required.

Compensation and Benefits:

- **Base Salary:** \$70K - \$90K + performance-based bonus + stock options
- **Work-Life Balance & Additional Perks:** Flex-time work schedules, vacation time, bi-weekly catered lunches, social events, casual dress code
- **Benefits Plan:** Medical, dental, prescription, life/health spending accounts and more
- **Work Environment:** Located in KW's most desirable work space in the heart of Uptown Waterloo. This role requires in-office attendance at least 3 days a week.
- **Commuter Program:** Complimentary rides to and from work within the Waterloo region

Who we are:

<http://www.rideco.com>

RideCo powers on-demand transit. Public transit agencies and fleet operators use RideCo's cloud-based software platform to provide on-demand shared rides in dynamically routed buses and vans. RideCo is growing rapidly, and it is the most adopted cloud-based on-demand transit software among the ten largest cities in the United States. Our marquee clients include Philadelphia's SEPTA, Los Angeles Metro, San Antonio Metro, and Houston Metro.

RideCo's software powers a diverse range of use cases, including paratransit, residential/ suburban travel; first-mile-last-mile connections for transit hubs; and corporate employee transportation. The success of these services is supported by the industry's best customer service, including a 95% plus customer retention rate. We are investing to scale up and capture the growing demand for on-demand shared rides solutions.

RideCo is proud to be an equal-opportunity employer. We hire the best talent and strive to build a meritocratic culture. In accordance with the Accessibility for Ontarians with Disabilities Act, accommodations are available upon request for candidates taking part in all aspects of the selection process. If you require special accommodation to complete any portion of the application or interview process, please mention this in your application. #Li-Hybrid
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Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
