

## **Role: Consultant IT Expert – Data and Web Analyst**

- Develop interactive dashboards using Power BI or similar tools to track real-time program KPIs.
- Perform trend analysis and predictive modeling to assess program performance and outcomes.
- Ensure data accuracy and compliance while handling program-related datasets.
- Generate insights from program data to optimize decision-making for government stakeholders.
- Conduct geo-spatial analysis to identify high-impact regions for program interventions.
- Implement features for user registration, application tracking, and real-time program updates.
- Optimize SEO, accessibility, and UX/UI to enhance user engagement.
- Ensure secure database management and API integration with third-party services (e.g., NADRA, banking platforms, and DISCOs).
- Monitor and enhance website performance, uptime, and security.
- Analyze web, social and other data sources to evaluate public engagement, sentiment, and awareness levels regarding the program.
- Track reach, impressions, engagement rates, and demographics across platforms (Facebook, Instagram, LinkedIn, Twitter).
- Use predictive analytics to forecast trends, public response, and potential areas for audience engagement.
- Provide data-driven recommendations for refining social media campaigns and targeting strategies.
- Generate periodic reports on campaign performance and its correlation with public participation in program
- Perform predictive modeling to assess future participation trends in the Program.
- Identify target audience segments and high-priority intervention areas for awareness campaigns.
- Develop data-driven strategies to improve future outreach efforts and maximize energy efficiency adoption.
- Ensure the quality, completeness, and functional integrity of solutions or applications developed in-house or by third-party vendors for the program, through testing, validation, and compliance with technical and business requirements.
- Work with the marketing and outreach teams to optimize media spending based on audience insights.

### **Key Skills and Expertise**

- Bachelor's or Master's degree in IT, Software and Computer Science or a related field.
- 5+ experience in programming languages and data visualization tools
- Advanced skills in Power BI, Tableau, or similar tools for interactive data visualization.
- Experience in dashboard creation, KPI tracking, and automated reporting.
- Experience with machine learning models or statistical forecasting techniques, and ability to assess historical trends and project future outcomes.
- Working knowledge of SQL, Google Colab, Python, or DAX for deeper analysis.

- Experience with social media analytics tools (e.g., Meta Business Suite, Google Analytics, Hootsuite, Sprout Social).
- Skills in A/B testing and performance optimization for outreach strategies.