

## **Terms of Reference**

### **Data Analyst**

#### **Background**

Government of Punjab, Planning & Development Board in collaboration with World Bank Group (WBG), and multiple implementing agencies is implementing Punjab Tourism for Economic Growth (PTEG) Project with the total project cost of USD 55 million over five years (30<sup>th</sup> April 2023). The project aims to promote the tourism sector by strengthening the institutional capacity through better skills development, increase private sector participation and improve infrastructure services in support of the tourism sector in the province of Punjab.

#### **Objectives of the Project:**

1. To support the Government of Punjab in implementing a cultural, heritage and tourism policy supported by comprehensive institutional reforms for effective implementation framework.
2. Leverage private sector's potential to create new economic opportunities for job creation, revenue generation, innovation, entrepreneurship and production efficiency increase.
3. To promote an environment of pluralism and tolerance in the Province through a raised awareness of a varied culture and heritage.

#### **Major Responsibilities:**

- Develop and implement databases, data collection mechanism, data analytics and other strategies that optimize statistical efficiency and quality.
- Acquire data from primary or secondary data sources and maintain databases/data systems.
- Identify, analyze, and interpret trends or patterns in complex data sets.
- Filter and "clean" data by reviewing computer reports, printouts, and performance indicators.
- Preparation of infographics.
- Work with management to prioritize business and information needs.
- Locate and define new process improvement opportunities
- The work is of a highly confidential nature and the Analyst must maintain the highest standards of confidentiality.
- Any other task assigned by the supervisor.

#### **Qualification and Experience**

- 16 years' of education in Management Information Systems, Business Intelligence, Computer Science and relevant technical field is required from reputed/ recognized foreign/ local university.
- Relevant work experience of at 3-5 years in public, and private sector with significant knowledge of tourism and hospitality sector dynamics and the interventions of private sector enterprises and Punjab IT Board and/or similar public sector organizations.
- Highly skilled in research and analysis: Demonstrable qualitative and analytic skills;

- Technical expertise regarding data models, database design development, data mining and segmentation techniques.
- Knowledge of statistics and experience using statistical packages for analyzing datasets (Excel, SPSS, SAS etc).
- Strong knowledge of and experience with reporting packages (Business Objects etc), databases (SQL etc), and data visualization tools (Microsoft Power BI, Tableau, etc).

**Selection Method:**

A consultant will be selected in accordance with the procedures set out in the Section V ‘Selection of Individual Consultants’ World Bank’s Guidelines: Selection and Employment of Consultants by World Bank Borrowers January 2011 (Revised July 2014)

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