

Job Title: Business Analyst - Location: Istanbul, On-site

About Daphne Consulting

Daphne Consulting is a boutique consulting firm with offices in İstanbul & Dubai, specializing in delivering data-driven insights and sustainable growth strategies to brands in the Middle East, Turkey, UK, and the US. With expertise in Data, Marketing, Growth, Brand, and Talent Consultancy, Daphne takes pride in crafting adaptive solutions tailored to our clients' unique needs.

Over the last 12 years, Daphne Consulting embarked on exciting journeys with 150+ clients and 350+ projects with the vision of designing customized pathways to create value-added experiences in life.

Daphne Consulting offers an innovative way of consulting by;

- Being a part of the implementation and result rather than just the solution
- Building ever changing projects and combinations depending on the need rather than a stable service scope
- Putting the digital expertise rather than the sector expertise as a priority

Role Summary:

We are seeking a highly analytical and detail-oriented **Business Analyst** to join our team. In this role, you will act as the bridge between clients and internal teams while also contributing to Daphne Consulting's own strategic projects. Your responsibilities will span uncovering growth opportunities, defining business requirements, managing leads, and developing actionable insights that drive both client and company success.

Key Responsibilities:

- **Data Analysis & Reporting:**
 - Collect, analyze, and interpret quantitative and qualitative data to identify trends, patterns, and areas for improvement.
 - Develop dashboards and reports to present insights and performance metrics effectively for both client and internal projects.
 - Work on marketing analytics to measure, evaluate and optimize marketing campaigns & flows of clients.
- **Client Engagement:**
 - Collaborate with clients to understand their business goals, challenges, and opportunities.
 - Translate client needs into clear project deliverables and actionable strategies.
- **Strategy Development:**
 - Work with cross-functional teams to design data-driven solutions, including market analysis, operational optimization, and growth strategies.
 - Support business planning activities, such as creating market entry strategies and KPIs for clients and internal ventures.
- **Documentation & Communication:**
 - Prepare clear, concise, and actionable documentation, including business requirement documents (BRDs), process maps, and workflows.
 - Present findings and recommendations to stakeholders at various levels, both internal and external.
- **Internal Projects & Lead Management:**
 - Analyze and support Daphne Consulting's own strategic initiatives, including market research, business development, and process improvements.
 - Assist in managing and nurturing leads, ensuring timely follow-ups and tracking progress through CRM systems.
- **Process Improvement:**
 - Evaluate and enhance existing processes to improve efficiency and effectiveness for client projects and internal operations.

Qualifications:

- Bachelor's degree in Business Administration, Economics, Industrial Engineering, Data Science, or a related field.
- 0-2 years of experience in business analysis, consulting, or a related field.
- Strong analytical skills with experience in tools like Excel, SQL, Google Analytics, Tableau, or Power BI.
- Excellent communication and presentation skills.
- Ability to manage multiple projects and deadlines in a fast-paced environment.
- Familiarity with data-driven decision-making and KPIs.

Preferred Skills:

- Experience in e-commerce, retail, or digital marketing analytics.
- Proficiency in excel, familiarity with SQL (a plus) for data analysis.
- Understanding of optimization and improvement
- Effective communication in Turkish and English, both verbally and in writing

What We Offer:

- A collaborative, growth-focused work environment.
- Opportunities to work on high-impact projects with global clients.
- Professional development opportunities tailored to your career goals.

If you think you are a perfect fit for this position please send your **CV and cover letter** that states your reason to apply to Daphne Consulting to hr@daphneconsulting.com!

*Applicants who do not send their reason to apply will not be considered.