

Heather Lane
Financial Analyst, Planning Team

"My job has the fundamentals of an accountancy role. I'm a qualified accountant, but I've gone beyond that to explore the bigger retail picture. We look at energy prices, what other retail businesses in our sector are doing and at the volume we're supplying to people within the different regions. It's a very complex business area; it takes a lot of variables and pulls them all together."

Current challenges-work that matters "The model I'm working on right now explores total retail, all the way from customer numbers and profitability, to operating costs, and the bottom line EBIT. It uses information from all around the business, all the different areas of the business, and pulls it together so that we can examine it through different perspectives. Do we think the customer numbers are going to go up or down? Do we think that usage is going to go down? And, green issues connected to climate change and energy consumption also come to the fore. We log all those numbers in, and look at different scenarios that give us a final profit figure."

Personal challenges "I have to be able to understand quickly what's happening within the whole of the business. It can be very creative as well, in that I have to find ways around different problems. There's also plenty of opportunity on offer. I can work elsewhere in UK and in Germany as well. And, with so much change in the industry, innovation is a part of everything we do."

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