# Data Analyst (m/f/d) – Shop Analytics – onsite or remote within Germany

**Description**

## Company Description

## Job Description

We are looking for an **Analyst (m/f/d)** to be part of the development of our **Shop Analytics Team**. Our Shop Analytics Team circle is embedded in our new circle cluster "**Customer & Shop Intelligence**" and works in close cooperation with Tracking & Marketing Intelligence teams. The team strives to support stakeholders to analyze and interpret complex data sets, in order to make informed decisions. In addition, the team is responsible to provide a stable and maintainable technical infrastructure, but also collect, analyze and interpret data from various sources, to provide valuable insights and recommendations.

Shop Analytics is a key-enabler to support the business towards achieving goals and objectives as well as making educated decisions based on data.

Main focus of the role will be to offer actionable insights and recommendations to stakeholders derived from data analysis, facilitating informed decision-making and fostering business expansion.

**What you will do**

- Offer advice to Business and Product Owners on leveraging data-driven insights for optimizing products, crafting A/B Tests, and provide user behavior insights to refine product enhancement strategies.
- Define and monitor key performance metrics, essential for product success and provide internal teams with efficient analysis to track and evaluate product performance
- Conduct ad-hoc data analyses, collaborating with e-commerce managers and product owners to devise solutions, and present findings to management.
- Gather and scrutinize data from diverse sources such as internal platforms, third-party tools, and market studies to detect trends, patterns, and potential opportunities.
- Act as the primary resource for product-oriented data inquiries and advise on organization-wide data product requirements to extend and optimize our product analytics and data framework.
- Develop and enhance dashboards within Google Looker Studio, enabling comprehensive analyses through business intelligence tools.
- Collaborate with IT teams to optimize data infrastructure, systems, and tools for efficient data gathering, storage, and analysis.
- Generate management reports and conduct analyses.

**Hiring organization**
Candidate-1st

**Employment Type**
Full-time

**Beginning of employment**
asap

**Job Location**
Hamburg, Germany

**Working Hours**
40

**Base Salary**
euro EUR 61K - 104K *

**Date posted**
June 9, 2024

**Who you are**

- Advanced SQL (Python is a plus)
- Experience working with tracking data (GA4 a plus)
- Experience with version control software and data warehouse  (gitlab, GBQ or similar)
- Experience with data visualization tools (eg. Looker Studio or similar)
- Experience with data mining, cleaning
- Knowledge in  user behavior analysis and visualization
- Able to work and drive topics independently with Stakeholders
- Excellent analytical thinking, a passion for working with numbers, and the ability to deliver thoughtful solutions based on data analyses
- Excellent communication skills to convey complex analytical findings in a clear and actionable manner.
- Self-driven, motivated and organized

**How the process will look like**

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

**Job Benefits**

EUR 61K – 104K *