

Data Analyst Online Marketing fully

Description

Your Crew and the Role We are on the lookout for a Data Analyst Online Marketing with a strong passion for transforming complex data sets into insights that drive product improvements and business decisions. This role is ideal for someone who excels in a fast-paced environment and is looking to make a significant impact on the operational success of our online platform. You will be instrumental in shaping our analytics capabilities and directly contributing to our growth and optimization strategies. Your Course – and what we expect from you Data Analysis: Thoroughly examine user activity data to pinpoint emerging trends and identify areas where the product can be optimized to improve the conversion funnel and user experience. Through statistical analysis you will identify driving factors for user behavior and create models to apply in our product. Analytics Reporting: Harness the power of Google Analytics and Heap alongside other pertinent data sources to craft detailed eCommerce analytics reports. These reports serve as invaluable tools for stakeholders, offering deep insights into performance metrics and aiding strategic decision-making. Reporting Solutions: Strategically plan, meticulously design, and continuously refine reporting frameworks to ensure stakeholders receive timely and relevant data insights in a comprehensive form. This ensures that decision-makers are equipped with the information necessary to improve our product effectively. Dashboard Creation: Utilize a combination of SQL, Power BI, and Excel expertise to develop and maintain sophisticated reports and dashboards. These dashboards serve as dynamic tools for monitoring regular business performance metrics, or temporary questions like tests or new features. You provide the basis for data-driven decision-making processes in our product development. Support Product Development: Collaborate closely with product development teams to unearth opportunities for enhancement. By leveraging data-driven insights, propose and support strategic changes that elevate user engagement and boost conversion rates, thereby driving sustainable business growth. Your Equipment You have at least 3 years of experience in the online industry, working with tracking data and demonstrating exceptional SQL skills along with deep understanding of online marketing functionalities. Technical Proficiency: Strong skills in SQL for data querying and manipulation, along with expertise in Power BI and Excel for creating detailed reports and dashboards. Analytics Tools: Proficient in using digital marketing analytics platforms such as Google Analytics, LinkedIn, Facebook Insights, or similar tools to gather and interpret data relevant to online advertising and sales. Analytical Skills: Exceptional ability to perform quantitative analysis with a deep understanding of digital marketing metrics and KPIs. Capable of transforming complex data into digestible and actionable insights. Experience: Solid experience in managing and analyzing online ad campaigns, including SEO/SEM, pay-per-click (PPC) campaigns, and social media advertising. Familiarity with A/B testing and multivariate experiments to enhance ad effectiveness. Communication: Excellent communication skills in English, with the ability to present complex information clearly and persuasively to a variety of stakeholders. Knowledge of German is a plus, aiding in local market communications. Programming Skills: Proficiency in Python is highly beneficial for automating data processes and enhancing analytical capabilities. And by the way: You don't have to live in the Hamburg area. Our teams work fully remote and so will you. But of course you are always welcome to visit us in the beautiful city of Hamburg. What you can expect on board: Besides a meaningful daily challenge, the following awaits you when joining JobLeads: An international and diverse team of currently 60+ talented, passionate people An amazing team spirit and the passion to improve our product every day Flexible working hours and absolutely no bureaucracy Working from anywhere you like Challenging tasks, fruitful interactions with your colleagues as

Hiring organization

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Job Location

Hamburg, Hamburg, Germany

Base Salary

\$ 60000 - \$ 100000

Date posted

May 26, 2024

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well as plenty opportunities to bring in your own ideas Budget for conferences, training and more Virtual team lunches, regular team events and most importantly our annual JobLeads Sailing-Week in the Mediterranean. Please mention the word ****SUFFICIENT**** and tag RMzQuMTQ1LjlyMC41NQ== when applying to show you read the job post completely (#RMzQuMTQ1LjlyMC41NQ==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com