

eBusiness & Digital Data Analyst

Our client

We are recruiting for our client, leader in luxury skincare, their eBusiness & Digital Data Analyst

The eBusiness & Digital Data Analyst will be responsible to build and infuse the data business intelligence into the full digital ecosystem of the group (Brand sites, eBoutiques, eRetail, Social media, Digital Media & eCRM). He will contribute to the digital data transformation of the group, building comprehensive tools and producing reports and analysis and helping the metiers to turn data into a real support to decision making, actionable recommendations and optimisation roadmap. The position reports to the senior director global ecommerce & digital and is based in Switzerland.

Your Missions

Your main responsibilities as a eBusiness & Digital Data Analyst will be :

Performance measurement & digital data strategy activation

- Help digital metiers to define measurement needs and build the KPIs architecture
- Build reporting tools and dashboards bringing an efficient data visualisation know-how
- Work with developers to maximize dashboards automation (DATA studio) and deploy innovative monitoring solutions
- Work with IT to secure data integrity
- Produce on-going and Ad-hoc in-depth analysis & reporting on the whole Group digital ecosystem (digital media, social media, brand sites, eBoutiques, eRetail and eCommerce related CRM)
- Gather available benchmarks
- Work closely with metiers to turn analysis results into real support to decision making, actionable recommendations and optimisation roadmap

DATA Culture evangelisation

- Define guidelines & document playbook to standardize tracking practices of the digital campaigns operated in a consistent way globally & locally
- Guide the use of tools by the teams, and provide support on demand (ensure the proper use and sustainability of performance monitoring tools)
- Animate the data steering committee

Tracking platforms maintenance

- Identify internal & external data sources with related platforms, audit their set-up and propose optimisations
- Ensure technological monitoring on emerging tools and solutions for eventual switch or addition
- Maintain the platforms (GA, Hotjar, AB testing tools ...) and document their play-book

Tagging

- Design the architecture of KPIs to pilot the digital/eBiz performance of the group
- Maintain the corresponding documented tagging plan
- Liaise with the markets & their digital agencies to integrate their specific tag needs
- Liaise with the global digital team to define all the relevant events to track on all digital content and tools

- Operate all needed changes in GTM globally
- Steer the functional tests with IT, markets & digital agencies to secure the optimal integration of new tags deployment in the development workflow.

Cookies

- Place, remove, edit cookies on the group websites
- Maintain their inventory and update the cookie policy accordingly
- Ensure compliance with GDPR and other privacy rules and regularly check in a fast-evolving regulation

Profil

- You hold a Master's degree in engineering/statistics or equivalent
- You have minimum 5 years of professional experience in business analysis, statistics studies & business intelligence connected with an eCommerce website.
- You hold an Google Analytics certification (Analytics IQ) with a solid practice in building tagging plan using GTM
- You are proficient on Excell, PPT, keynote, ideally with experience on analytics tools (Data Studio...), SAP reporting tool and SQL.
- Your understanding of eBusiness, data, digital media & eCRM will be key to perform in your mission
- You are passionate about data, figures and data-driven business insights and eager to share your passion
- You have a keen interest in luxury, cosmetic industry, Switzerland and multi-cultural environment
- You can make numbers presentation meaningful and beautiful from a strategic and operational perspective in an international luxury brand environment
- Your English is fluent, any other language is a plus.