Ecommerce Analytics Manager

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Company: Dyson Gmbh

Location: Central Coast

Category: other-general

Dyson is a global technology enterprise. We solve the problems others choose to ignore, with surprising new inventions that defy convention and simply work better. We're growing fast and our ambition is huge – more categories, more locations and more people. About the Role The eCommerce Analytics Manager will be instrumental in synthesising large sets of data and communicating trends and insights back into the business to guide strategic decisions. This position is responsible for collecting and analysing data and developing marketing insights and optimization recommendations. The ideal candidate should have extensive experience in eCommerce analytics and strong business acumen to be able to analyse the business from a 30,000ft view, as well as a 100ft view and provided clear recommendations. They will lead our eCommerce analytics function to drive understanding of digital behaviour and identify opportunities to improve customer experience across all direct-to-consumer touchpoints (online, marketplaces, contact centre, and retail) with a primary focus on online. The Manager must be a strong individual contributor and business partnering skills to collaborate with cross-functional stakeholders at all levels. Main responsibilities include but not limited to:- Analyse eCommerce and total market trends and communicate recommendations that support the direct-to-consumer channel strategy Analyse product range and promotion performance to determine optimal assortments and opportunities to maximize return on investment Assist Sales team in developing an understanding of base rate and lifts Present insights and recommendations via written and verbal communications that can be understood by a broad audience Partner with eCommerce lead on forecast modeling and other tools to optimise monthly business processes Proactively monitor the

eCommerce platform for changes in customer behavior and communicate these insights and recommendations, with commercial thinking, to the team to drive change Work closely with eCommerce and Category teams to cultivate a deep understanding of what resonates with our owners in order optimise end-to-end customer journeys Support eCommerce enhancement planning by identifying new opportunities and quantifying the impact for business case prioritisation Collaborate with eCommerce team to develop multi-variant and A/B tests, and support post-test analysis Partner with Media team to drive the creation of weekly channel performance reports (SEO/SEM, Display, Paid Social, Affiliates) to supplement agency reporting. Identify high value / underperforming audiences and opportunities to improve visitor engagement Build and maintain custom dashboards using tools such as Adobe Analytics, GA, Data studio and Tableau. Educate and empower teams to self-serve data Maintain working knowledge of industry best practices and changes in analytics platforms and identify how they impact existing programs Investigate specific issues and propose solutions by analyzing data from a wide range of sources including digital analytics data, internal sales data, customer feedback and session replay tools About You You will be a proactive, creative team player who enjoys problem solving and enabling those around them. You possess a high sense of urgency, strong attention to detail and high standards for the quality of your work. Bachelor's Degree (or higher) in Business, Marketing, Economics or related field required Solid experience working with analytics tools within an eCommerce organisation Management or team lead experience Mastery of web analytics tools such as Adobe Analytics Experience using testing & optimization tools such as Adobe Test & Target Storytelling - Can easily distil complex analytics into simple themes that are appropriate for non-technical stakeholders Strong analytical, problem-solving skills, and commercial acumen to apply context to analysis Proven track record of identifying digital optimizations based on customer insight and data, and its interpretation into actionable test hypothesis and campaigns Working understanding of data management, multi-channel marketing strategies and conversion rate optimization Outside of a competitive salary, our team members receive generous product discounts, additional paid annual leave, a generous, above market parental leave scheme and ongoing learning and development opportunities. At Dyson, our people are at the heart of everything we do. We value you bringing yourself to work and we want to deliver an employee experience that matches the quality we give to our customers. We have a vibrant and diverse culture that is geared towards recognition and realising ambition. You'll have regular social activities to take part in and you'll work with a

fantastic team of people every day. #LI-VG1 Dyson is an equal opportunity employer. We know that great minds don't think alike, and it takes all kinds of minds to make our technology so unique. We welcome applications from all backgrounds and employment decisions are made without regard to race, colour, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other any other dimension of diversity. #J-18808-Ljbffr

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