

eCommerce Analyst

(Company Description & Introduction)

The eCommerce Analyst is responsible for the timely creation, distribution, and presentation of digital KPIs to a variety of stakeholders. This role provides research, analysis, and insights on (COMPANY NAME) and competitor's eCommerce businesses, to better understand the eTail dynamics that help drive the success of (COMPANY NAME) online. The eCommerce Analyst reports to the Sr. Manager, eCommerce.

Critical contributions this role is counted on to deliver include:

- Maintain, enhance, and present accurate and timely KPI reporting for eCommerce businesses
- Identify, analyze, and interpret trends or patterns in large, complex data sets that deliver actionable insights related to: Category, Competition and Segment Performance related to Vitamin, Mineral & Supplements sold online
- Partners with key stakeholders to provide innovation support for our eCommerce business that includes insights into keywords, claims, strengths, and consumer sentiment
- Works closely with Sr. Manager, eCommerce to develop enhanced set of Competitor KPI reports for all key eCommerce accounts
- Performs Ad-Hoc analysis of online businesses and partners with Sales and Marketing teams to present insights
- Monitors trends in the quickly changing eCommerce marketplace, develops and presents strategies to capitalize on emerging trends
- Ensures catalog data integrity and sync between multiple databases

The ideal candidate is highly organized, detail oriented, naturally curious, and has a desire for continuous learning and improvement.

You'll be most successful in this role if you have:

- Ability to quickly learn necessary technical tools such as Profitero, Salsify, IRI, and Power BI
- Excellent written and oral communication skills
- Ability to adapt insights/key findings to be relevant for different audiences
- Demonstrated ability to build strong working relationships with sales team and key internal and external partners
- Possess a strong work ethic and can prioritize multiple deadlines

In order to take on these challenges, you'll need to have:

- Bachelor's degree
- 1-3 years of relevant experience
- Advanced proficiency in MS Office with a mastery of Excel
- Experience with data visualization tools such as Power BI and Tableau is strongly preferred
- Programming skills such as Python or SQL preferred
- Strong analytical skills with the ability to collect, organize, analyze and present information with strong attention to detail and accuracy
- Competent knowledge of the vitamin industry in Food, Drug, Mass Merchandising, and Digital/eCommerce channels preferred
- Proven ability to make meaningful insights from data; even when data is incomplete