

# eCommerce Data Analyst

(Company Description and Introduction)

## Job Duties

- You'll be participating in 2-3 projects plus ad-hoc requests to solve eCommerce business problems.
- Leveraging Google Analytics and various data sets, you will develop qualitative analysis, quantitative reports, metrics, and visualizations, delivering new and insightful information to our business partners.
- You'll be highlighting and interpreting trends, patterns, influences, and potential solutions.
- Gather, transform, and analyses data from Google Analytics, various SQL databases, files, and other sources to analyze and solve business problems
- Incorporate statistical methods and/or digital methods to solve business problems
- Consolidate and present finds to business partners and senior leaders in PowerPoints, reports, and visualizations.
- Understand of business go to market strategy, and dollarize enterprise benefits
- They are a fast learner and can find creative ways to transform data into business recommendations and actions.
- Analysts demonstrate excellent communications skills, explaining analysis and insights to customers with limited data knowledge and experience while also handling technical details with analysts and engineers.
- Coach and mentor other business intelligence analysts in the creation, validation, and application of digital solutions and Insights projects.
- Employee is also responsible for performing other job duties as assigned by Caterpillar management from time to time.

## Basic Requirements

- Bachelor's degree with 3+ years of data analytics and visualization experience,
- 1+ years of eCommerce analytics experience
- Experience analyzing large data sets and providing quantitative and qualitative analysis addressing business needs.
- Advance expertise with Excel and SQL.
- Demonstrated experience running projects, gathering requirements, and delivering solutions.
- Good communication and presentation skills.

## Top Candidates Will Have

- Experience with Google Analytics or similar product
- Experience in designing and prototyping visualizations for large and complex data sets in Tableau, Power BI, or similar
- Fast Learner
- Track record of delivering solutions
- Advanced programming skills
- BigQuery and Digital Marketing experience
- Product, application, dealer, or business knowledge (Aftermarket)