

Job Description

極度乾燥(しなさい)
Superdry®Careers

Ecommerce Data Analyst - Cheltenham

The Role

Superdry is a genuine British success story that has grown to an annual turnover of £872m, with our brand already worth £1.6bn in total global consumer sales. We are a multichannel operator with well-developed and highly successful retail, ecommerce, wholesale and franchise businesses and customers in virtually every country in the world. We are well on our way to achieving our goal of becoming a global digital brand.

The Ecommerce Data Analyst is responsible for monitoring, interrogating, analysing and reporting on the data we get from our websites to inform our decision making, helping to ensure we provide the best possible user experience. You will own data from the point of acquisition, through to web monitoring and automated reporting. Helping to identify on-site issues, trends as well as using advanced attribution models to surface rich insight into our user journeys.

You will

- Become the subject matter expert and owner of the Google Analytics platform; ensuring we are tracking activity in an accurate, consistent and granular matter
- Work with ecommerce team to build out an automated reporting suite that will drive decision making
- Partner with relevant teams to collect new click stream and transactional data; integrating new data sources into the existing data warehouse
- Manage the flow of GA data into our data warehouse
- Develop data driven attribution methodologies; providing cross channel insight into the effectiveness of our marketing campaigns
- Proactively monitor web and user data to identify customer struggle/pain points, providing regular reporting and identifying ways of improving user experience
- Act as the ecommerce representative and work closely with the development/testing team to ensure we have a stable environment. This will also involve developing reports/dashboards that measure key pre and post release metrics, and report back on the success or otherwise of projects
- Control google Tag Manager Containers – providing quality control and testing of 3rd party tags
- Work with the key stakeholders to create business cases for change to website functionality and user experience
- Support the ecommerce team with any adhoc reporting requests

You are

- Ideally educated to degree level in Mathematics, Statistics, Data Science, Economics
- Experienced working in a similar role, ideally within a retail ecommerce environment
- Knowledgeable and experienced using Google Analytics, Google Tag Manager and BigQuery
- Experienced working data visualization software.
- Someone who has proven working experience in attribution modelling (through GA360 suite) is big plus
- Highly advanced in Microsoft Excel
- Highly proficient and comfortable handling, managing and scrutinizing data
- Very analytical, with a proven ability to measure and achieve performance improvements
- An excellent communicator, both written and verbally, and able to communicate with all levels of the business
- Meticulous with high attention to detail
- Able to manage and prioritise tasks, with the determination to follow every job through to a successful end

Job Description

極度乾燥(しなさい)
Superdry®Careers

Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance and 25 days holiday
- Unrivalled range of Learning & Development programmes
- Eligibility to join our Share Save initiatives
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised cafe
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more