



Example of Analyst, Ecommerce Job Description

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Our innovative and growing company is looking to fill the role of analyst, ecommerce. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for analyst, ecommerce

- Provide weekly and monthly reports on all customer / CRM activity
- Data selections and extraction from CRM database based on marketing campaign requirements
- Customer data cleansing
- Building bespoke CRM reports – Life time customer value, RFM, customer segments and store compliance
- Data mining and providing valuable data insights
- Develop suite of reports / dashboards for the business to support driving sales
- Prepare the ongoing reporting, analysis and forecasting of web metrics which include clickstream data, traffic partners, funnel conversion, content and product performance to support the Ecommerce business
- Manage the development and execution of Ecommerce promotion calendar
- Collaborate with internal partners to set and manage appropriate goals, priorities and strategies for data analysis
- Support the business planning process, including channel forecasting, planning and analysis of key business metrics

Qualifications for analyst, ecommerce

- Of analyzing KPIs and making recommendations for change as they pertain to
- Experience with SEM and Analytics Tools (ex

- Experience working with tag management systems like Signal & Adobe DTM
- Intermediate-advanced statistics knowledge