



Example of Digital Analytics Job Description

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Our company is looking for a digital analytics. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital analytics

- Ensure the development and organization of data by managing and tracking analytics for both new and existing digital products
- Collect, analyze and summarize data, using a variety of web analytics tools, to derive compelling insights and highlight performance trends that can be used for audience growth, user experience improvement and increased content consumption
- Conduct weekly and ad hoc analytics reports that analyze ad performance, product usability, path to purchase, consumer acquisition, retention and more
- Mine data to identify enhancements and new business opportunities
- Use data to better understand and segment audience actions and motivation
- Measure, report, and analyze all key performance indicators across Coach's digital properties to identify trends and anomalies
- Define business requirements for Omniture tag implementation and work with Project Management, Web Production and IS to ensure that all Coach Internet sites are properly tagged in order to collect all necessary data for analysis
- Leverage multiple sources of information to summarize daily performance and keep the digital org informed
- Build and manage statistics based reporting of key business performance indicators
- Work with Digital partners and department stakeholders to understand their business information needs and provide right level of insight and support of

Qualifications for digital analytics

- BA/BS degree in Statistics, Data Science or Economics
- MS or PhD in Statistics, Data Science or Economics preferred
- Minimum 10 years progressive leadership experience in large scale data analysis, including pricing, consumer insights/research, strategy or consulting
- Extensive experience with price testing, including experimental design is strongly preferred
- Database experience to query and extract relevant data and/or Business Objects experience a plus
- Must be a self starter with energy, strong work ethic, drive and determination to accomplish goals