ENDU

DATA ANALYST

You will play a fundamental role in transforming data into actionable insights to drive data-informed decision-making, optimize digital strategies, and enhance the overall user experience. You will work with large datasets, employ data analysis techniques, and collaborate with cross-functional teams to extract valuable insights that will shape our digital marketing and product initiatives.

Responsibilities

• **Data Analysis**: Perform in-depth analysis of digital data from various sources, including website analytics, social media, and marketing campaigns, to uncover trends, patterns, and key performance indicators (KPIs).

• **User Behavior Analysis**: Analyze user behavior on digital platforms, including website navigation, conversion funnels, and engagement metrics, to identify areas for improvement and opportunities to enhance the user experience.

• **Performance Tracking**: Track and report on the performance of online marketing campaigns, identifying areas for improvement and optimization and liaising with digital agency partners as appropriate.

• **Segmentation and Audience Analysis**: Segment website visitors to better understand different audience groups and their behaviors, tailoring marketing efforts accordingly.

• **Conversion Rate Optimization**: Identify opportunities to enhance website usability and design to improve conversion rates and user experiences, working closely with the Design team.

• **A/B Testing**: Collaborate with the marketing and product teams to design and execute A/B tests and experiments to optimize website features, content, and user flows.

• **Reporting**: Create regular and ad-hoc reports and dashboards to communicate insights and trends to stakeholders.

• **Competitive Analysis**: Stay updated on industry trends and competitor strategies, providing recommendations based on findings.

• **Collaboration**: Collaborate with cross-functional teams, including digital marketers, UX/UI designers, and developers, to implement data-driven strategies.

Requirements

• Bachelor's degree in Marketing, Data Analytics, Statistics, or a related field (Master's degree preferred).

• Minimum 2-3 years of experience as a Data Analyst or similar role.

• Proficiency in the use of Google Data Platform to collect, analyze, and visualize data from various sources and turn them into actionable insights.

- Proficient in leveraging Google Analytics, Google Tag Manager, and Google Data Studio, to gather, analyze, and visualize data insights.
- Ability to create custom reports, track key performance indicators (KPIs), and provide data-driven recommendations to optimize digital marketing strategies and campaigns.
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.
- A deep understanding of online marketing fundamentals, including SEO, SEM, email marketing, and social media and data tracking technologies.
- Experience with A/B testing, heat mapping, and user behavior tracking tools.
- Excellent communication and presentation skills, with the ability to convey complex data findings to non-technical stakeholders.
- Strong problem-solving skills and the ability to think critically.
- Fluent Italian language skills and good level of English.
- Knowledge of HTML, CSS, and JavaScript is a plus.