

Senior Data Analyst, Promotions Europe (m/f/x)

Description

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of millions of items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

This is a full time hybrid role: Monday to Thursday in the office, Friday – remote.

Who We Are

We're not just a team; we're a dynamic, international force powered by creativity, deep consumer knowledge, and relentless ambition. As a member of the EU Promotions team, one of our Marketing departments, you'll drive tangible results through strategic content development, cross-functional project management and revenue growth. We achieve this by staying at the forefront of innovation, leveraging market insights, and orchestrating wide collaboration across the many departments involved in our operations, from Marketing to Partner Management, to Pricing to our Creative Department.

The Promo Product Analytics team is focused on (i) owning the global curation algorithms, shaping and testing the strategy of the recommendation engines which power our landing pages; (ii) build tooling & improve reporting for our broader promo team; (iii) further automate existing processes to create more efficient work streams across direct and cross-functional stakeholders; (iv) provide technical support to the commercial members of the team; & (v) build analysis on a wide-range of topics to improve our promo strategy.

What You'll Do:

- Be the product owner of the data layers & ranking logic of our product curation algorithms
 - This implies monitoring current set of scripts & pipelines for potential failures
 - Building a 3-6 months plan in collaboration with North American counterparts for adjustments & improvements
 - Design and implement A/B testing strategy for the ranking logic in EU
 - Collaborate with global data & software engineers to take tools to the next level
 - Keep stakeholders informed & documentations up to date
- Manage a junior analyst, including team roadmap planning, weekly prioritization, and monthly personal development
- Develop advanced reporting and tools for the promo and marketing

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Job Location

Berlin, DE

Working Hours

40

Base Salary

euro EUR 95K - 142K *

Date posted

May 24, 2024

department, including metrics identification, MVP design, BigQuery coding, and dashboard creation with Looker ML, DataStudio, and Google Sheets.

- Perform deep-dive analysis, including the application of advanced analytical techniques, to solve critical and complex business problems (e.g., improve product curations in major campaigns)
- Collaborate with leadership, tech teams, and EU departments (pricing, marketing, category management) to implement and monitor project success.
- Serve as the subject matter expert in data, analytics, and testing for your area, ensuring accurate interpretation of business metrics and consumer behavior.

What You'll Need

- Bachelor degree in a quantitative field of study: math, sciences, engineering, economics, or a business degree – ideally with a specialization or bootcamp in analytics.
- Mandatory 2+ years of full time experience as a data or business analyst (4+ years if no degree)
- Professional experience with at least one programming language, ideally in SQL
- Strong quantitative analytics with a technical lean – ability to generate insights and solutions or build a story and strategy from large data sets
- Experience with data visualization software (e.g. Google Data Studio, Tableau, PowerBI); experience with Looker ML a plus.
- Strong business acumen, hunger for driving results and improvement-driven mindset – you quickly grasp KPIs and metrics, and constantly look for opportunities to improve performance
- A total ownership mindset – ability to thrive in a highly ambiguous and fast-paced environment with a dynamic bias for action and a “get stuff done” attitude
- Excellent critical thinking and stakeholder management skills – ability to break down and communicate complex ideas and influence senior stakeholders and cross-functional partners
- Excellent written and oral communication skills in English (German **not** required)
- Prior experience in retail or ecommerce is a plus

Assistance for Individuals with Disabilities

Wayfair is fully committed to providing equal opportunities for all individuals, including individuals with disabilities. As part of this commitment, Wayfair will make reasonable accommodations to the known physical or mental limitations of qualified individuals with disabilities, unless doing so would impose an undue hardship on business operations. If you require a reasonable accommodation to participate in the job application or interview process, please let us know by completing our [Accommodations for Applicants form](#).

Need Assistance?

For more information about applying for a career at Wayfair, visit our [FAQ page here](#).

About Wayfair Inc.

Your personal data is processed in accordance with our Candidate Privacy Notice (<https://www.wayfair.com/careers/privacy>). If you have any questions or wish to exercise your rights under applicable privacy and data protection laws, please contact us at dataprotectionofficer@wayfair.com.

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

EUR 95K – 142K *