

Digital Insight Analyst

Description

Insight Analyst

The role

As part of Boohoo's Group Data & Analytics team and working closely with our Brand Leaders, this is an exciting opportunity for a data professional to join and have a substantial impact in a dynamic and growing business.

This role will involve working consultatively with a large base of stakeholders across multiple brands and providing clear and engaging reports and insights into a wide variety of topics.

You will be working proactively as part of the Digital analytics team to develop a deep understanding the business and provide insight that makes a real difference in terms of revenue uplift and bottom-line efficiencies.

If you are inquisitive and have great attention to detail this is an opportunity to have a big impact!

What you'll be doing

- Getting into the detail of how the brand operates, understanding key processes so that you can build meaningful insight in support of those processes
- Analysing data using a variety of query languages such as SQL, Python and R
- Identifying patterns and trends in data to diagnose problems or quantify the size or risk of an opportunity
- Bring insight to life through the art of data storytelling, making sure key messages land with stakeholders and that there is no room for ambiguity
- Working collaboratively with peers and stakeholders to solve problems as a team
- Sharing experience and knowledge with those less experienced than yourself and helping everyone in data grow
- Champion Data as a corporate asset, increasing Data Literacy across boohoo Group.

What you can bring

- Relevant experience within a digital marketing position or equivalent analytics position
- Relevant experience querying using SQL either in (Big Query, SQL Server or Similar), Python and R (desirable)
- Must have experience in cross channel digital measurement
- Must have knowledge of KPIs for Brand and Performance marketing channels
- Self-motivated and enthusiastic approach to work
- Team player, able to work with multiple business leads to achieve objectives
- Ability to work to tight deadlines

Hiring organization

Candidate-1st

Employment Type

Full-time

Beginning of employment

asap

Job Location

Manchester, England, United Kingdom

Working Hours

40

Base Salary

euro GBP 32K - 58K *

Date posted

June 1, 2024

- Hunger to partner with business stakeholders to understand their challenges and then finding ways to use data to help them
- Highly numerate and commercially aware
- Comfortable using a variety of BI tools to visualise insight and help you tell stories with data (desirable)
- Experience of measuring incrementality and delivering recommendations to stakeholders (desirable)
- Some exposure to statistical modelling would be great but not essential (e.g., predictive modelling, forecasting, segmentation etc) (desirable)
- Strong stakeholder management skills

The team

In Data, we charge towards commercial aims. Our proactive business partnering, advice and forecasting, give the Group confidence to succeed. We are all about delivering world-class data, addressing limitations, overcoming challenges, and ensuring the business invests in the right things

Working with us

To succeed here, you must love working at pace. It's relentless, but we love it. Change is a certainty – you need to adapt and be agile. We want you to challenge the status quo, innovate and be open to trying new things. We're always pushing boundaries. We empower our people, giving them freedom and autonomy to learn and grow in their roles. We're passionate, agile, creative and one team.

Why join us

Please take note of our Pactt Behaviours to enable us to build our culture the way we like to

Passion – Positivity, commitment, and a can-do mindset.

Agile – Embrace change, act fast, and stay flexible.

Commercial – Trust instincts, make bold choices, and use data to drive actions.

Creative – Think outside the box, bring new ideas, and embrace initiative.

Team – One team, one family – appreciate and support each other.

Why Join Us?

- You'll get the opportunity to take part in our various share schemes
- Core hours enable you to flex your working times around your needs on an ad hoc basis
- Benefits that support your health and wellbeing
- There's up to 40% discount off our all of our brands
- Our social calendar? Next level
- With HQs in Manchester and London and offices across the globe (some are dog friendly!), we offer a buzzing atmosphere and the boohoo family culture wherever you work

#LI-JA1 #LI-ONSITE #INSIGHT #BI #DATA

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

GBP 32K - 58K *