Senior Data Analyst

Description

Company Description

With a global mission to "make the healthcare experience more human", Docplanner Group is the world's biggest healthcare platform, serving patients and the healthcare ecosystems across 13 countries in Europe and LATAM.

We create digital apps and software solutions for doctors, clinics, hospitals and patients to enable the healthcare ecosystem and the patient journey to work together more seamlessly. With free doctor reviews and instant online appointment booking for patients through its online marketplaces, Docplanner has a network of almost 2 million healthcare professionals, serves over 130,000 customers globally and operates in 13 countries in Europe and LATAM. Doctors and clinics count on Docplanner to facilitate scheduling, booking, communication and payments for millions of patients a month. Through its innovative and user-friendly software, doctors and clinics can optimize patient flows, reduce costly no-shows and completely digitize their practices – all resulting in valuable time savings that can instead be used to improve patient outcomes and experiences. Via its TuoTempo brand, the company offers a more sophisticated suite of optimisation products for large healthcare institutions.

We built medical Practice Management Software as a SaaS. We help 250,000 doctors and clinics focus on treating patients and delivering an exceptional patient experience. We also run a service that allows 80 million patients monthly to easily find the right doctor and book an appointment.

Job Description

We are seeking a skilled Data Analyst with a Product Analyst and BI background!

In this role, you will be responsible for analyzing and interpreting data to provide insights that drive revenue growth and operational efficiency of our B.U. The ideal candidate will have a strong analytical mindset, excellent communication skills, and a great business/revenue orientation.

Key Responsibilities:

1. Perform in-depth analysis of revenue and client data, including sales performance, customer segmentation, and revenue trends.

2. Develop and maintain reports, dashboards, and KPIs to track revenue metrics and provide actionable insights to stakeholders.

3. Identify opportunities to optimize revenue generation and operational efficiency through data analysis and process improvement initiatives.

4. Conduct ad-hoc analyses to support strategic decision-making and drive continuous improvement in revenue operations.

Hiring organization
Candidate-1st

Employment Type
Full-time

Beginning of employment
asap

Job Location
Barcelona, Spain

Working Hours
40

Base Salary
euro EUR 95K - 147K *

Date posted
June 4, 2024

5. Collaborate with the business intelligence team to ensure data accuracy, integrity, and accessibility.

6. Analyzing cohorts and being able to engage in A/B tests.

7. Help us understand the patterns in behaviors of our patients.

8. Support developing the AI models of various types

Here are some specific cases of our data needs:

- Understand what action we should take to increase the results of doctors.

- Analyze the data, identifying potential opportunities in our funnel, regarding our acquisition, traffic, sources

- Maintenance and support for current/additional data, including migration to Looker Studio

Qualifications

- +5 years work experience as a data analytics/product analytics/business analytics

- Proven experience of creating dashboards and analysis in tools like Tableau and Looker (Google Data Studio)

- Experience working with Google Ads, Google Analytics and digital marketing paid campaigns

- Understand the overall advertising metrics (CPC, CPL, etc) from Google, Meta and other platforms

- Sharp, data-driven and creative with excellent analytical skills

- Demonstrated leadership skills

- SQL and Python skills

- Strong storytelling and communication skills

- Hubspot and Salesforce – advantage

Additional Information

Logistics

The role will be based in Europe 100% Remote.
This is a role on the Global Docplanner Team.

In this role, you'll be reporting to **Joao Gonzalez**, Global head of media 360.

Process of getting to know each other (preliminary)

- SHL assessment (a numerical reasoning assessment – standard practice for our hires)
- 30min conversation with Ainhoa Hameeuw our Global Talent Partner
- 1h Technical interview
- Business Case
- 1h Cultural fit Interview

Your benefits joining us in Poland:

- all employees benefit from a healthy ESOP incentive (you become a real co-owner of Docplanner!) alongside other in-country benefits.
- Remote 100% within Europe

We're excited to hear from you soon!

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 – 147K *