Growth Data Analyst

Description

Vivid is a dynamic fintech company dedicated to providing innovative solutions to enhance our users' financial experience. We are on a mission to identify and solve user problems, continuously improve our products, and introduce new features to make financial management simpler and more rewarding.

We recently launched our SME division, aiming to revolutionize how small and medium-sized enterprises grow and thrive in today's competitive landscape. We are seeking a highly motivated **Growth Analyst** to join our team. The ideal candidate will be passionate about driving growth, adept at analyzing data, and skilled at identifying opportunities to scale acquisition channels, optimize costs, and explore new avenues for expansion. This role is instrumental in shaping the growth strategy of our SME division and ensuring its long-term success.

In this role, you will:

- Develop comprehensive dashboards and reports to track the effectiveness of different channels over time.
- Evaluate the cost-effectiveness of various acquisition channels and initiatives.
- Collaborate with team members to identify opportunities to scale high-performing acquisition channels.
- Research and evaluate emerging trends and technologies in the marketing and advertising landscape.
- Generate innovative ideas for new acquisition channels and tactics to reach target audiences.

Requirements

- Proficiency in SQL.
- Proven experience in a growth-focused role, preferably in a startup or high-growth environment.
- Strong analytical skills with the ability to interpret complex data sets and draw actionable insights.
- Excellent communication and presentation skills, with the ability to articulate findings and recommendations to stakeholders at all levels.
- Team player with strong collaborative skills.

Would be a plus:

- Proficiency in data analysis tools such as Google Analytics, Mixpanel, or similar platforms.
- Basic knowledge of Python and willingness to develop these skills.
- Basic understanding of statistics and A/B testing

Benefits

Hiring organization
Candidate-1st

Employment Type
Full-time

Beginning of employment
asap

Job Location
Berlin, Berlin, Germany

Working Hours
40

Base Salary
euro EUR 95K - 142K *

Date posted
May 23, 2024

Job Benefits

EUR 95K – 142K *