Position Title	Ecommerce Analyst
Reports To	Ecommerce Manager
Overall Job Purpose	Driving incremental online revenue across 5+ UK web sites by analysing visitor behaviour and providing insight to help optimise product placements and improve visitor conversion rates. This role sits within the Ecommerce team but works closely with the Merchandising team to deliver successful strategies across online channels, also providing insight to help shape ranging and pricing decisions.
Key Responsibilities	• Analysis of web visitor behaviour, providing insight on how to improve customer journeys • Regular and ad hoc reporting. Building dashboard and automated reports using available tools • Providing insight on customer behaviour across web sites to inform visual merchandising decisions, including homepages, search and navigation • Analysis and optimisation of online trigger campaigns • Optimising personalisation and product recommendations • Testing new user journeys and helping to specify resulting development projects • Competitor analysis, ensuring we continue to lead the market for shopping for wine online • Working closely with Merchandising and Ecommerce teams to deliver online sales according to budget
Skills Qualifications and Experiences	• Demonstrable experience within a high level b2c ecommerce team • Educated to degree standard in a relevant discipline (or equivalent work experience) • Advanced level Web analytics and data analysis skills. Google Analytics is essential. Experience with Google Data Studio, Adobe Analytics and Business Objects would be an advantage • Advanced Excel skills and data presentation skills • Ability to problem solve and co-ordinate with technical teams to achieve desired goals
Preferred	• User journey testing • Web site personalisation and recommendations

Personal Qualities and Skills	• Excellent analytical brain, able to turn data into actionable insight • Excellent communication skills and the ability to work well with multiple teams and colleagues across the business • Ability to understand complex technical requirements and articulate development requirements effectively • Ability to work under pressure to tight deadlines • Excellent attention to detail • Impeccable organisational skills and the ability to multi-task • Positive, proactive and flexible, ready to adapt to a fast-paced environment and to move quickly from one task to another, willing to "go the extra mile" when needed
Reviewed	July 2020