1070 3675 Digital Service Data Analyst (m/w/d) Do you like to face new challenges and appreciate a job that offers you demanding and varied tasks? We are always looking for specialists like you.  
  
Your tasks:  
  
  
• Your responsibilities will include defining and executing e-tail goals in line with company KPIs.  
• You identify key areas for improvement in acquisition&nbsp;and communication with target groups&nbsp;  
• Your routine tasks also include the monitoring and analysis of e-commerce KPIs  
• You use available data to derive insights into the operative business&nbsp;  
• You always keep an eye on the activities of competitors and evaluate alternative markets and opportunities in the e-commerce sector  
• You develop e-tail solutions in cooperation with marketing and sales staff  
• You create reports on reactions, changes and market trends  
<br>  
  
Your profile:  
  
  
• You have successfully completed a degree in business administration, information technology or comparable training  
• You bring experience in the field of data-driven marketing and analysis  
• Knowledge of web analysis tools such as Google Analytics, Heap, Oracle and OWOX BI is essential  
• Knowledge of the most important e-commerce terminologies and measures.  
• You are highly organized, analytical and technically adept.  
• You master various data analysis techniques and procedures.  
• Excellent report and presentation writing skills are among your strengths  
• Ability to orient data analysis insights with the end user in mind.  
  
We offer:  
  
  
 - Your personal development is important to us. Continuous development and support talks are our promise to you  
  
 - We always look after and support our employees through a personal contact person from our human resources team  
  
 - We offer exciting and challenging projects from all over the world of engineering, IT and all interfaces in the field of business administration - in the largest branches of industry in Germany  
  
 - matching is a tariff partner of the BAP. We stand for fair, transparent and above-tariff remuneration and offer our employees security and prospects through our permanent employment contracts  
  
 - with our corporate culture, which is based on honesty, transparency, personal support and commitment, we guarantee cooperation at eye level - right from the start  
  
   
  
We are...  
  
  
...as an owner-managed family business known for first-class services in the field of technology and business administration. Our name expresses what is important in all technical sectors and tasks: Bringing together the right experts in the fields of business administration, mechanical and plant engineering, automotive industry, electrical engineering, aerospace and IT to achieve the goals of our candidates, employees and customers to realize.  
   
With over 10 years of expertise, we know your industry inside out and know what satisfied and motivated employees want.  
   
Apply to us directly using our application form in our job portal.  
   
Our recruiting team will be happy to answer any questions you may have about the position or general questions about the application process. You can reach us by phone at: 06182 / 960830-0. Data Scientist matching Engineering is an owner-managed family business and stands for first-class engineering and IT services.  
  
Our name expresses what is important in all technical sectors and tasks: Bringing together the right experts to achieve the goals of our candidates, employees and our customers.  
  
We offer our employees and customers a maximum of flexibility, reliability, planning and legal certainty as a tariff user according to BAP. An excellent basis for successfully developing the future together with matching Engineering! 2023-03-07 15:52:44.255000