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RevOps Data Analyst (m/f/d)

Permanent employee, Full-time · Karlsruhe, Remote

YOUR MISSION

As a RevOps Data Analyst at PTV Logistics, you will own the development and consistency of Bowtie metrics used across all revenue teams. Reporting into Revenue Operations, this role is critical for ensuring every team is using the same KPI definitions, the same calculations, and the same truth—enabling transparent performance tracking and better decision-making.

You will design and deliver reporting that highlights operational performance across the revenue funnel and customer lifecycle, including volume metrics, conversion rates, win rate, sales cycle length, stage-to-stage time, SLA adherence, stickiness, and stagnation signals. You will build CRM reporting in partnership with the CRM Business Admin and support data quality through participation in deal desk review motions when needed.

- Define and maintain a standardized KPI framework for Bowtie metrics across Marketing, Sales, CSM and Order Management
- Ensure metric definitions (what counts, when it counts, how it's measured) are consistent and adopted across teams
- Establish a measurement approach for key KPIs including:
 - Funnel volumes (leads, MQL/SQL, opps, closed-won)
 - Conversion rates between stages
 - Time-in-stage / time between steps
 - SLAs and stickiness

- Win rate, loss reasons, stagnation, and sales cycle duration
- Build and maintain reports and dashboards within CRM in collaboration with the CRM Business Admin
- Create role-specific reporting views tailored to how teams operate
- Monitor reporting integrity and ensure dashboards reflect current process definitions
- Analyze performance trends and identify leakage points, delays, and high-friction stages
- Provide actionable insights to improve velocity, conversion, and adherence to defined processes
- Support leadership with recurring performance readouts and ad hoc analysis requests

YOUR PROFILE

- 3+ years in RevOps systems, business systems, or revenue technology roles (B2B SaaS preferred)
- Hands-on experience with tools such as Microsoft ecosystem, Chargebee, PandaDoc (or close equivalents)
- Proven experience owning integrations and cross-tool workflows
- Strong analytical capability (funnel analysis, time-to-event metrics, cohort thinking, trend detection)
- Ability to translate operational questions into clear reporting and dashboard outputs
- Comfort working inside CRM reporting environments; understands how process design impacts metrics
- Analytics & programming: Proficiency in Python (preferred) or similar (R) for analysis, automation, and metric validation (e.g., pandas, numpy; building repeatable KPI calculations).
- SQL & data warehousing: Strong SQL skills and experience working with a data warehouse. Ability to model and query funnel datasets and align definitions across sources.
- BI & dashboards: Hands-on expertise building dashboards in Power BI or similar tools.
- Data manipulation & transformation: Strong capability in data wrangling (joins, deduplication, normalization, cohorting, time-to-event calculations, handling missing

data).

- Metric design & governance: Ability to define KPIs precisely and build a “single source of truth” logic for Bowtie metrics (conversion, stage velocity, SLA compliance, stagnation, win rate, sales cycle), including documentation and change control.
- Communication: Ability to explain metrics, assumptions, and insights clearly to Sales/Marketing/OM leadership; can translate business questions into analytical outputs.

WHY US?

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FURTHER INFORMATION

full-time, 40h/week

CONTACT PERSON

Freyja Aspacher
Senior Talent Acquisition Partner

ABOUT US

PTV Logistics - a leading global software company for transportation logistics! We calculate and optimize route planning for logistics companies with record-breaking algorithms to maximize time and cost savings. With more than 40 years of experience, we help to put theory into practice!

Interested? Then take a look at our website: <https://www.ptvlogistics.com/en>

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