

Data Analytics Engineer

at Willow Innovations ([View all jobs](#))

Mountain View, CA or Remote, USA

At Willow Innovations, Inc., our vision is to create a better world for moms. We are focused on identifying where moms need support in the motherhood journey, and building hardware- and software-based solutions around their needs.

In 2014, we created the first-ever cord-free Willow™ Wearable Breast Pump, revolutionizing the industry. Fast forward to today, we are building a portfolio of physical and digital products to solve mom's most meaningful problems and improve their lives.

Willow Innovations, Inc. sits at the unique and exciting intersection of HealthTech, FemTech, Consumer Goods, and Med Device. Our potential for scale and impact is extraordinary—we're just getting started.

We're looking for **talented, passionate team players** to help us deliver our mission and vision. If this sounds like you, we'd love to hear from you!

Willow is seeking a **Data Analytics Engineer**. You will be an integral part of our Willow product team to continue to innovate for our moms. You will collaborate closely with **cross-functional teams**, including product management, marketing, and engineering, to **extract actionable insights from large datasets**. By leveraging your expertise in data analysis and statistical modeling, you will help shape product development initiatives, optimize user experiences, and improve overall product performance.

Responsibilities:

- Utilize **statistical techniques and data visualization** tools to analyze datasets related to product usage, customer behavior, and performance metrics.
- Develop and maintain **key performance indicators** (KPIs) and dashboards to monitor product performance, identify trends, and generate actionable insights for stakeholders.
- Collaborate with the data team, product managers and engineers to define and implement tracking mechanisms and data collection strategies to ensure accurate and reliable data collection.
- Conduct **ad-hoc analysis** to support strategic decision-making and provide recommendations to cross-functional teams.
- **Design, build, and maintain scalable data pipelines and ETL processes** to support our analytics and reporting needs.
- Collaborate with the development team to track and resolve **data quality issues or discrepancies**.
- Implement best practices for data governance, security, and compliance.

Qualifications:

- Proven experience (2+ years) working as a Data Analyst, within the product, health, or technology areas.
- Proven experience (1+ years) working as a Data Engineer or similar role.
- **Strong proficiency in SQL.**

- Expertise in data visualization tools such as Google Analytics, Looker, Tableau, Power BI, or similar.
- Hands-on experience with cloud platforms such as GCP, AWS, or Azure.
- Proficiency in Python for scripting, automation, and data processing.
- Experience with workflow management tools such as Airflow for orchestrating data pipelines.
- Strong analytical and problem-solving skills, with a keen attention to detail.
- Excellent communication and presentation skills, with the ability to convey complex technical concepts to non-technical stakeholders.
- Proactive and self-motivated, with the ability to work independently and deliver results within tight deadlines.
- Experience working in an Agile development environment and collaborating with cross-functional teams is a plus.
- Knowledge of marketing platforms such as SFMC, Braze, Iterable, etc., for integrating and analyzing marketing data is a plus.

Additional Information

Willow takes a market-based approach to pay, and pay may vary depending on the successful candidate's location, job-related skills, experience, and qualifications. We regularly review and update our pay ranges and therefore, these ranges may be modified in the future.

Compensation Range: \$90K - \$108K

Benefits

We offer our full-time employees comprehensive health benefits (medical, dental & vision plans, and other health and wellness plans), 401k plan, flexible time off, stock options, extended parental leave, as well as an annual performance bonus program (based on individual performance and company performance). Take a look at our [Careers](#) site to learn more about our benefits.

Regarding our COVID-19 Vaccine Policy

Our primary concern is for the health and well-being of our employees. Employees in roles that are expected to work in the office or travel will be required to provide proof of vaccination. *Medical exemptions will be considered.*

Willow is proud to be an equal opportunity workplace. We are committed to equal employment opportunities regardless of gender, race, religion, sexual orientation, gender identity, age, marital status, disability, or Veteran status. See our [Careers page](#) for our commitment to diversity, equity and inclusion.

Apply for this Job

* Required

First Name *

Last Name *

Email *

Phone *

Resume/CV *

[Attach, Dropbox, or enter manually](#)

(File types: pdf, doc, docx, txt, rtf)

Cover Letter

[Attach, Dropbox, or enter manually](#)

(File types: pdf, doc, docx, txt, rtf)

How many years of experience do you have with GCP, AWS, or Azure? *

How many years of experience do you have with Tableau, Looker (Looker Studio), or PowerBI? *

Do you have experience with connected device data? *

Are you authorized to work for any employer in the US? *

Would you now or in the future require any Visa transfers or sponsorship? *

Employees in roles that are expected to work in the office or travel will be required to provide proof of vaccination. If hired, would you be able to provide proof of vaccination? *

What state do you currently reside in? *

LinkedIn Profile

Voluntary Self-Identification

For government reporting purposes, we ask candidates to respond to the below self-identification survey. Completion of the form is entirely voluntary. Whatever your decision, it will not be considered in the hiring process or thereafter. Any information that you do provide will be recorded and maintained in a confidential file.

As set forth in Willow Innovations's Equal Employment Opportunity policy, we do not discriminate on the basis of any protected group status under any applicable law.

Gender

Are you Hispanic/Latino?

Race & Ethnicity Definitions

If you believe you belong to any of the categories of protected veterans listed below, please indicate by making the appropriate selection. As a government contractor subject to the Vietnam Era Veterans Readjustment Assistance Act (VEVRAA), we request this information in order to measure the effectiveness of the outreach and positive recruitment efforts we undertake pursuant to VEVRAA. Classification of protected categories is as follows:

A "disabled veteran" is one of the following: a veteran of the U.S. military, ground, naval or air service who is entitled to compensation (or who but for the receipt of military retired pay would be entitled to compensation) under laws administered by the Secretary of Veterans Affairs; or a person who was discharged or released from active duty because of a service-connected disability.

A "recently separated veteran" means any veteran during the three-year period beginning on the date of such veteran's discharge or release from active duty in the U.S. military, ground, naval, or air service.

An "active duty wartime or campaign badge veteran" means a veteran who served on active duty in the U.S. military, ground, naval or air service during a war, or in a campaign or expedition for which a campaign badge has been authorized under the laws administered by the Department of Defense.

An "Armed forces service medal veteran" means a veteran who, while serving on active duty in the U.S. military, ground, naval or air service, participated in a United States military operation for which an Armed Forces service medal was awarded pursuant to Executive Order 12985.

Veteran Status

Voluntary Self-Identification of Disability

Form CC-305

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Why are you being asked to complete this form?

We are a federal contractor or subcontractor. The law requires us to provide equal employment opportunity to qualified people with disabilities. We have a goal of having at least 7% of our workers as people with disabilities. The law says we must measure our progress towards this goal. To do this, we must ask applicants and employees if they have a disability or have ever had one. People can become disabled, so we need to ask this question at least every five years.

Completing this form is voluntary, and we hope that you will choose to do so. Your answer is confidential. No one who makes hiring decisions will see it. Your decision to complete the form and your answer will not harm you in any way. If you want to learn more about the law or this form, visit the U.S. Department of Labor's Office of Federal Contract Compliance Programs (OFCCP) website at www.dol.gov/ofccp.

How do you know if you have a disability?

A disability is a condition that substantially limits one or more of your “major life activities.” If you have or have ever had such a condition, you are a person with a disability. **Disabilities include, but are not limited to:**

- Alcohol or other substance use disorder (not currently using drugs illegally)
- Autoimmune disorder, for example, lupus, fibromyalgia, rheumatoid arthritis, HIV/AIDS
- Blind or low vision
- Cancer (past or present)
- Cardiovascular or heart disease
- Celiac disease
- Cerebral palsy
- Deaf or serious difficulty hearing
- Diabetes
- Disfigurement, for example, disfigurement caused by burns, wounds, accidents, or congenital disorders
- Epilepsy or other seizure disorder
- Gastrointestinal disorders, for example, Crohn's Disease, irritable bowel syndrome
- Intellectual or developmental disability
- Mental health conditions, for example, depression, bipolar disorder, anxiety disorder, schizophrenia, PTSD
- Missing limbs or partially missing limbs
- Mobility impairment, benefiting from the use of a wheelchair, scooter, walker, leg brace(s) and/or other supports
- Nervous system condition, for example, migraine headaches, Parkinson's disease, multiple sclerosis (MS)
- Neurodivergence, for example, attention-deficit/hyperactivity disorder (ADHD), autism spectrum disorder, dyslexia, dyspraxia, other learning disabilities
- Partial or complete paralysis (any cause)
- Pulmonary or respiratory conditions, for example, tuberculosis, asthma, emphysema
- Short stature (dwarfism)
- Traumatic brain injury

Disability Status

Please select

PUBLIC BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. This survey should take about 5 minutes to complete.

[Submit Application](#)