



PRODUCT DEVELOPMENT

Data Scientist, Product Analytics

LOCATION

New York, New York, United States

STATUS

Full-Time

ABOUT THE ROLE

Peloton is seeking a Data Scientist on the Product Analytics team to support the innovation, iteration, and optimization of our engagement products. This Data Scientist, Product will work as part of a cross-functional team of Product Managers, Engineers, Designers, and User Researchers to better understand how members are interacting with Peloton products and to inform and evaluate new features and experiences developed by the Product team.

YOUR DAILY IMPACT AT PELOTON

- Own analytics for one core workstream on Peloton digital apps, from metrics definition and data instrumentation design to ongoing reporting, investigation, and generative research
- Be a key contributor to strategic decisions and roadmap formation for workstream
- Collaborate with Product Managers, User Researchers, Designers, and Engineers to lead experimentation processes: designing and measuring A/B tests that help us understand the impact of new/alternate versions of features on user behavior
- Define and own reporting and interpretation of KPI's & metrics for workstream, feature

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- Evaluate engagement trends across markets - compare workout/content engagement and feature usage among members within our growing global community
- Become an expert on your workstream: provide insight into behaviors and difficulties of members on their journey from app download through sustained long-term engagement; help guide roadmap and evaluation of new features to enhance this user journey
- Work in a lean and agile way, focusing on team members' desired outcomes over granular tasks and continuously assessing tradeoffs between precision and action-ability

YOU BRING TO PELOTON

- BA/BS degree, preferably in a technical field
- Have 3+ years of overall experience in an analytics capacity with a focus on problem-solving and providing concrete insights; some experience conducting analysis with a product/UX focus is desirable (an advanced degree may contribute to years of experience)
- Have solid technical skills when it comes to data wrangling and handling large datasets: can use SQL for data extraction (including sophisticated joins, CTE, window functions and query optimization), and have a solid understanding of Python syntax required for data cleaning and exploratory analysis (e.g. pandas, numpy)
- Have experience with A/B testing and have demonstrated experience designing and assessing experiments
- Have an understanding of statistics and data science methodologies (e.g. hypothesis testing, regressions, and other machine learning techniques such as clustering)
- Have proven experience defining and owning project success metrics
- Have a passion for data storytelling via decks and dashboards and a proven ability to efficiently communicate your insights to non-technical audiences and senior leadership
- Are comfortable owning your project timelines, prioritizing tasks with user and business impact in mind, assessing speed/precision tradeoffs, and proactively communicating project statuses to collaborators and teammates
- Work well collaboratively, both in a cross-functional context - with Product Managers, Project Managers, User Researchers, Designers, and Engineers - and as a part of joint research projects with Product Analytics teammates
- Are curious and humble: ask good questions, are always excited to learn new methods, approaches, and perspectives, and are eager to investigate interesting trends in the data

BONUS

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- Solid understanding of event-based data collection and related technical concepts (e.g. SDK, device vs. cloud mode, schema management) and tools (e.g. Segment)
- Experience with product analytics SaaS tools (e.g. Amplitude, Mixpanel, Pendo, etc.)
- Experience with social engagement features/products, growth loops, network effects and product virality
- Understanding of adjacent quantitative and qualitative research methods and techniques (e.g. usability testing, concept testing, market sizing, etc.)

#LI-AC1

#LI-Hybrid

The base salary range represents the low and high end of the anticipated salary range for this position based at our New York City headquarters. The actual base salary offered for this position will depend on numerous factors including individual performance, business objectives, and if the location for the job changes. Our base salary is just one component of Peloton's competitive total rewards strategy that also includes annual equity awards and an Employee Stock Purchase Plan as well as other region-specific health and welfare benefits.

As an organization, one of our top priorities is to maintain the health and wellbeing for our employees and their family. To achieve this goal, we offer robust and comprehensive benefits including:

- Medical, dental and vision insurance
- Generous paid time off policy
- Short-term and long-term disability
- Access to mental health services
- 401k, tuition reimbursement and student loan paydown plans
- Employee Stock Purchase Plan
- Fertility and adoption support and up to 18 weeks of paid parental leave
- Child care and family care discounts
- Free access to Peloton Digital App and apparel and product discounts
- Commuter benefits and Citi Bike Discount
- Pet insurance and so much more!

Base Salary Range

\$136,300—\$177,300 USD

ABOUT PELOTON:

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personalize the Peloton experience [with or without equipment]. Founded in 2012 and headquartered in New York City, Peloton has millions of Members across the US, UK, Canada, Germany, Australia, and Austria. For more information, visit www.onepeloton.com.

At Peloton, we motivate the world to live better. “Together We Go Far” means that we are greater than the sum of our parts, stronger collectively when each one of us is at our best. By combining hardware, software, content, retail, apparel, manufacturing, Member support, and so much more, we deliver an exhilarating fitness experience that unlocks our members' greatness. Join our team to unlock yours.

Peloton is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. Equal employment opportunity has been, and will continue to be, a fundamental principle at Peloton, where all team members, applicants, and other covered persons are considered on the basis of their personal capabilities and qualifications without discrimination because of race, color, religion, sex, age, national origin, disability, pregnancy, genetic information, military or veteran status, sexual orientation, gender identity or expression, marital and civil partnership/union status, alienage or citizenship status, creed, genetic predisposition or carrier status, unemployment status, familial status, domestic violence, sexual violence or stalking victim status, caregiver status, or any other protected characteristic as established by applicable law. This policy of equal employment opportunity applies to all practices and procedures relating to recruitment and hiring, compensation, benefits, termination, and all other terms and conditions of employment. If you would like to request any accommodations from application through to interview, please email: applicantaccommodations@onepeloton.com

Please be aware that fictitious job openings, consulting engagements, solicitations, or employment offers may be circulated on the Internet in an attempt to obtain privileged information, or to induce you to pay a fee for services related to recruitment or training. Peloton does NOT charge any application, processing, or training fee at any stage of the recruitment or hiring process. All genuine job openings will be posted [here](#) on our careers page and all communications from the Peloton recruiting team and/or hiring managers will be from an @onepeloton.com email address.

If you have any doubts about the authenticity of an email, letter or telephone communication purportedly from, for, or on behalf of Peloton, please email applicantaccommodations@onepeloton.com before taking any further action in relation to the correspondence.

Peloton does not accept unsolicited agency resumes. Agencies should not forward resumes to our jobs alias, Peloton employees or any other organization location. Peloton is not responsible for any agency fees related to unsolicited resumes.

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Apply for this Job

* Required

Apply With LinkedIn

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)

Are you legally authorized to work in the country where this position is located? Note: If hired, a right to work check such as US Form I-9 Employment Eligibility Verification must be completed at the start of employment. *

Do you now or could you in the future require Peloton to sponsor you for a visa to work in the country where this position is located? Note: Answer yes if you are on an employer-sponsored visa or some other visa which may require sponsorship in the future. *

This is a hybrid role. Are you able to commute and work within the New York HQ office (located at 441 9th Avenue, New York, NY) on Tuesdays, Wednesdays and Thursdays? *

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.

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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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OMB Control Number 1250-0005
Expires 04/30/2026

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)

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- 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

RELATED JOBS

PRODUCT DEVELOPMENT

Senior Director, Product Analytics



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 New York, New York, United States

SOFTWARE

Senior Site Reliability Engineer



 Remote

AWARDS AND RECOGNITION



BEST PLACE TO WORK FOR LGBTQ+ EQUALITY

This award is given to employers who took concrete steps to establish and implement comprehensive policies, benefits, and practices that ensure greater equity for LGBTQ+ workers and their families.



Our Hybrid Work Policy

We have a hybrid work policy for most teams (excluding entirely on-site roles such as retail, member support, and studio), working three days a week in the office, Tuesday, Wednesday, and Thursday.

PERKS

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HEALTH & LIFE BENEFITS

Caring for our team members means caring for their families, too. We offer parental leave, adoption benefits, fertility benefits, child-care discounts and coverage, college savings plans and more.



Accommodations

If you would like to request any accommodations from application through to interview, please email:
applicantaccommodations@onepeloton.com

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