DIGITAL SKILLS: WEB ANALYTICS
ACCENTURE

WEEK 2
DECODING A JOB DESCRIPTION - TRANSCRIPT

A typical job description	Think about
Junior Web Analyst We are a large online fashion retailer, and we are now seeking a Junior Web Analyst to join our team. This is a great opportunity for someone that is a real numbers person, and wants to have a career in data. Training on key tools and methods will be provided.	It's a 'junior' position, so likely to be entry-level!
Key responsibilities	
1. Analyse website performance and consumer behaviour using industry tools such as Google Analytics. Identify areas of under-performance and make recommendations for management	You will use Excel, Google Analytics or other company tools to get data on things like: the speed in which web pages are downloaded, how users navigate through the website, how long they stay, and how users search for the things they need. Prove that you can understand and handle data. If you're not familiar with Google Analytics, get a head start by doing some online training before going to an interview.
2. Produce weekly/monthly reports on digital Key Performance Indicators, including traffic volumes, conversions and revenue	A report is a written account of your observations that can inform other's decisions - sometimes it can include recommendations as well. It can be created as a word or PowerPoint document, Excel file or using other software. Mention experience of creating reports or other assessments, and also of making recommendations based on facts or data.

3. Create and maintain dashboards to improve data presentation	A dashboard provides an overview of key data points. It often shows data in visual form instead of simple numbers, for example in a pie chart or a graph. You can create simple dashboards in MS Excel for example. Mention your proficiency with Excel and talk about examples of when you've had to select or visualise results (e.g. in school, a previous job, for sports teams etc.)
4. Present data to various stakeholders	Coherently present and demonstrate your findings in written or spoken word. Maybe you will also have to tailor the content to different audiences, and be prepared to give an opinion/ conclusion. Talk about your experience of presenting in front of groups, and talk about your interest for using data to tell insightful stories.
Key Skills	
5. Strong numerical skills	Think of examples of when you've had to solve maths problems, for example involving money, planning or budgeting. Where possible, include figures in your example.
6. Enjoy identifying and solving problems, whilst taking a methodical approach	Think about a problem you have faced at school, a previous job or in another situation. Explain the process of how you solved it, and the outcomes.
7. Confident in communicating and presenting your thoughts/ideas to people of all ages	There are two types of communication: Spoken and written. Have you ever held a big presentation, given a speech, acted in theatre or been in a debate club? Have you ever written articles or reports?
8. Pay attention to detail and ensure what you produce and it is of the highest quality possible	Spell check your application and have somebody proofread it. Also check alignment of paragraphs and other formatting. You can claim that you have attention to detail, but that's all for

	nothing if your application proves you wrong.
9. Confident with Excel, PowerPoint & Word 10. Experience of Google Analytics (desirable)	Don't get discouraged if the job description includes tools that you're not familiar with as "desirable" or "advantageous". You might be able to learn them on the job. Read up on them before your interview and emphasise that you're keen to learn.