

Senior Data Analyst

Position Overview: We are looking for a highly autonomous and strategically minded Mid-to Senior-level Data Scientist to lead key initiatives in e-commerce data for our customer's project. In this critical role, you will analyze complex data from multiple websites and diverse product categories, driving significant improvements in website performance, customer acquisition, and overall digital strategy. Working closely with the customer's data analytics team and IT resources, you will proactively identify major business challenges, develop predictive models, and translate deep analytical insights into compelling presentations that directly impact business growth and the customer experience.

Location: 100 % Remote

Employment Type: Full-time

Key Responsibilities:

About Our Customer

Our customer is a global leader in their industry, dedicated to reshaping traditional rituals and redefining established norms. By leveraging innovative technologies alongside more sustainable and cleaner solutions, they are setting a new global standard. While many wait for the future, they are actively creating it today.

The Opportunity

This unique and pioneering Data Scientist role offers significant autonomy and the chance to directly influence the e-commerce data strategy of our customer. You will play a key role in harnessing data to guide strategic business decisions, improve customer experiences, and advance their mission of transforming traditional rituals on a global scale. If you are a proactive, insight-driven professional eager to tackle critical business challenges, this position offers a valuable opportunity to make a lasting impact.

Key Responsibilities

- **E-commerce Performance & Strategic Insights:** Analyze complex e-commerce datasets, including website traffic, conversion funnels, sales trends, and product performance across multiple websites and diverse product types. You'll proactively identify key insights and opportunities to **improve overall website performance, enhance customer acquisition, and refine our digital strategy.**
- **Customer Behavior & Personalization:** Segment customers based on purchasing behavior, browsing patterns, and engagement metrics to inform targeted marketing campaigns and product recommendations. Develop and implement models for customer lifetime value (CLV) prediction, churn detection, and retention strategies.
- **Sales & Demand Forecasting:** Build and maintain predictive models for sales forecasting and demand planning for various product lines, informing inventory management and supply chain decisions. Identify pricing elasticity and optimize pricing strategies across different markets and product types.
- **Marketing & Product Analytics:** Measure the effectiveness and ROI of various digital marketing campaigns, utilizing attribution modeling to understand channel performance. Provide data-driven insights to inform new product development, identify market gaps, and optimize existing product portfolios.

- **Data Collaboration & Communication:** Collaborate closely with the existing data and analytics team, as well as IT resources responsible for maintaining the data warehouse and ingestion pipelines, to ensure robust data collection and quality. Create compelling presentations to communicate complex analytical findings to non-technical stakeholders, translating insights into actionable business recommendations.
- **Experimentation & Innovation:** Proactively identify and investigate critical business questions that can be answered with data. You'll design experiments and analytical approaches to test hypotheses, continuously seeking ways to innovate and improve our customer's data capabilities. Given the autonomy of this role, you will have significant opportunities to decide what to work on to drive the most impact.

Qualifications

- **Experience:** At least mid-level experience as a Data Scientist, with a proven track record of delivering impactful data-driven insights in an e-commerce or similar analytical environment.
- **Technical Skills:** Proficiency in **Python** and experience working within **Jupyter Notebooks**. Strong SQL skills are essential for data extraction and manipulation.
- **Problem-Solving:** Exceptional analytical and problem-solving skills, with the ability to translate complex data into clear, actionable business strategies.
- **Communication:** Excellent verbal and written communication skills, with the ability to present technical findings to a non-technical audience.
- **Autonomy:** Proven ability to work independently, prioritize tasks, and drive initiatives from conception to completion in a fast-paced environment.

Working Hours Requirement:

- The team operates in the New York time zone, so we are looking for a candidate who is both able and willing to work within this time zone.

We look forward to reviewing your application and exploring how your expertise can contribute to our team! Apply today to join our growing team by sending your application and cover letter to people@bravosouth.com!