Senior Data Analyst (Traffic and Conversion)

Description

Job Description

Are you passionate about leveraging your analytical skills to drive business success? Join our team as we seek a dedicated individual to provide crucial support to our "Traffic and Conversion Delivery" department. In this role, you'll play a vital part in increasing traffic and conversion of Allegro, making a tangible impact on our company's growth trajectory.

What does this role involve

- You will build a strong reporting setup, with detailed metrics on traffic and conversion. Your reports will enable the Marketing team to take business critical decisions on how to drive traffic and conversion. You will analyze complex data sets and translate analyses into data-driven business recommendations on traffic and conversion
- You will act as a Control Tower for Traffic and Conversion, by building Early Warning systems, based on historical trends and other critical parameters
- You will lead granular traffic by source and conversion budgeting and forecasting
- You will establish data contracts with the data team, to have good quality data in Marketing team

This is the right job for you, if

- You have relevant working experience – 3+ years of experience in data analytics
- You are well familiar with knowledge of **SQL**, Tableau, Google Spreadsheets/Excel, Power BI , Google Studio
- You have good knowledge of Python
- You are competent in statistics and/or econometrics
- You have experience in working with large data volumes
- You are capable of clearly conveying insights and results to both technical and non-technical stakeholders.
- You can work seamlessly with various departments (within and outside Marketing)
- **You can communicate fluently in Polish and English (C1+ level)**
- You have marketing experience will be an additional advantage

What we offer

- **A hybrid work model** that you will agree on with your leader and the team. We have well-located offices (with fully equipped kitchens and bicycle parking facilities) and excellent working tools (height-adjustable desks, interactive conference rooms)

Hiring organization
Candidate-1st

Employment Type
Full-time

Beginning of employment
asap

Job Location
Warsaw, Poland

Working Hours
40

Base Salary
euro EUR 95K - 147K *

Date posted
June 8, 2024

- A wide selection of fringe benefits in a **cafeteria plan** – you choose what you like (e.g. medical, sports or lunch packages, insurance, purchase vouchers)
- **English classes that we pay for** related to the specific nature of your job
- The necessary tools for work
- Working in a team you can always count on — we have on board top-class specialists and experts to learn from
- **Hackathons and an internal educational platform, MindUp** (including training courses on work organization, means of communications, motivation to work and various technologies and subject-matter issues)

Why is it worth working with us

- We explore vast data about user behavior to understand their needs and pain points
- We test and analyze the implemented changes
- We use the latest tools (GCP, Python, PySpark, Data Studio, Tableau)
- Our analyzes have a real impact on the appearance and operation of the website
- A lot of autonomy in the organization of your work, we encourage continuous development and trying new things
- Work in a team you can always count on – we have on board top-class specialists and experts in their areas of expertise
- If you want to learn more, check it out for yourself

Do you want to get to know us better? Listen to: Allegro Podcast

Send in your CV and see why it is #dobrzetubyć (#goodtobehere)

How the process will look like

Your teammates will gather all requirements within our organization. Then, once priority has been discussed, you will decide as a team on the best solutions and architecture to meet these needs. In continuous increments and continuous communication between the team and stakeholders, you're part of making data play an even more important (and understood) part withing Brand New Day.

Job Benefits

EUR 95K – 147K *