



## Platform Client Insight Specialist

### Job Information

**Recruiter**

[iWill Capital G.K.](#)

**Hiring Company**

Our client is a luxury retail company

**Job ID**

1477062

**Industry**

Retail

**Company Type**

Large Company (more than 300 employees) - International Company

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

7 million yen ~ 9 million yen

**Refreshed**

October 8th, 2024 02:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

#### Responsibilities:

- Research and analyze site usage, purchase, performance, behavioral, VoC, and other quantitative and qualitative data sources to determine site improvement opportunities
- Ensure data accuracy and tracking accuracy for the web platform
- Work with business divisions to quantify the impact of proposed and requested initiatives and advise on Japan roadmap prioritization from a data perspective
- Prepare reports based on site data analysis and present findings to business divisions and other local teams

#### Other Accountabilities:

- Collect quantitative and qualitative data on site usage and behavior across the digital client journey
  - Analyze data to understand client behavior patterns and identify client segments to derive data-driven insights and define site improvement opportunities including feature enhancements, integrations, and SEO
  - Propose A/B tests for site improvement and work with internal teams to execute and analyze results
  - Align with internal teams on data-driven initiatives measure the effectiveness of site improvement initiatives and report to stakeholders
  - Data steward for store locator attributes – work with business divisions to ensure store data is accurately reflected across touchpoints.
  - Participate in global and local site enhancement projects as the data and insights specialist
- 

#### Required Skills

The ideal candidate will bring:

- Experience in data analytics, preferably in retail/e-commerce
- Knowledge of IT systems, analytics tools such as GA4, and digital marketing including SEO
- Proficient in analyzing, extrapolating, and visualizing data in excel
- Experience in reporting on data findings

Ideal attributes:

- Fast learner who can seek information independently to solve problems
- Listen to the opinions of others and persuade logically
- Seek objectives and results. Be able to see issues from a big-picture perspective and create the best solutions
- Positive to contribute to an inclusive culture and work in a diverse group
- Build a plan based on figures
- English/Japanese is required: to collaborate with local and global teams

What we can bring to the right candidates

- Experience as a key luxury market leader
  - A company culture putting people first at every step of the way
  - Opportunity to interact directly with the French headquarters to propose and create your own plan to expand the brand's fanbase
- 

#### Company Description