



Platform Client Insight Specialist

募集職種

人材紹介会社

アイウィルキャピタル合同会社

採用企業名

Our client is a luxury retail company

求人ID

1477062

業種

小売

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

外国人 半数

雇用形態

正社員

勤務地

東京都 23区

給与

700万円 ~ 900万円

更新日

2024年07月02日 05:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

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
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スキル・資格

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
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会社説明