ONLINE TRADING ANALYST
(GRADUATE/ENTRY LEVEL)

Job Number: 18869
Location: Acton Support Centre (123)
Contract: Full Time / Permanent
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DESCRIPTION

Online Trading Analyst

The role is accountable for supporting the online trading, commercial, online marketing and management team in understanding the trading performance of the currys.co.uk and pcworld.co.uk websites and assisting with marketing campaign measurement.

The role will primarily utilise BI, web analytics and customer profiling software to create and maintain a suite of reports and dashboards, and to answer business questions that will inform tactical and strategic decisions made by senior and board level management across various functions.

This is a fantastic opportunity to hone an analysis skill set, gain real business acumen, learn transferable skills, and be exposed to the moving parts of a fast moving, ever evolving, multichannel retail business.

Key Responsibilities

- The Insight Analyst will be responsible and accountable for providing deep and extensive analysis and insight, ranging from:
  - Daily/weekly/periodic analysis of acquisition, behaviour and conversion performance, providing context to the drivers of performance
  - Analysis of ecommerce trading performance, understanding the drivers of performance
  - Perform online promotional analysis across the marketing calendar year, pre, during and post-event, reviewing the whole user journey to understand and recommend how to optimise and better deliver marketing campaigns
Support the commercial teams through the range change process by providing insight into the multichannel customer journey

Category deep dives, analysing: traffic (by marketing channel, campaign, entry pages), product range, price and promotion, service offer (delivery, installation, added value services), product and service attachment, availability (of product and service)

- Standardise analysis methodologies, bringing efficiency, uniformity and timeliness to required insights
- Combine multiple data sources into custom reports and dashboards, that diagnose problems and provide actionable insights, meeting stakeholder requirements
- Perform conversion funnel analysis, investigation of anomalies and identification of causal factors, identification of customer-fall out and optimisation opportunities
- Produce insights that are easily understood by an audience with a wide range of data/analytics understanding, creating powerful stories to influence decisions

Key skills & experience required

- Excellent use of advanced numerical and analytical skills, to be capable of using multiple data sources to analyse complex problems
- Excellent interpersonal and communication skills, verbal and written
- Excellent attention to detail, both in analysis and in communication
- Excellent ability to think critically and strategically
- Highly organised with strong planning skills to ensure delivery of timely and accurate analysis supporting the development of ecommerce, whilst managing stakeholder expectations.

Dixons Carphone is Europe’s number one electrical and telecommunications retailer and services company, with more than 40,000 colleagues across nine countries, including the UK and Ireland. Every day, we use our people’s expertise to reach out and help new customers. What’s more - we’re exploring extraordinary new markets, from wellness to security, so that in an ever more connected and constantly changing world, we can offer our customers the most comprehensive service.

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