Customer Analytics Analyst

AO
Bolton, UK

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A Bit About Us

We’re a bunch of people who go to great lengths to make sure our customers are the happiest customers out there. We may sell everything from washing machines to PlayStations, but at our core we’re a people business.

We roll up our sleeves and work together to make things happen. From logistics, recycling to our award winning IT teams, almost everything we do, we do ourselves to make sure every aspect of our customer journey is done properly.

We launched in 2000 as a result of a £1 bet in a Bolton pub. 18 years later we have a 5* TrustPilot rating (after 100K reviews), expanded our business into Europe and floated on the London stock exchange, but we never lose sight of what we’re about.

More About the Role

At AO.com, we’re passionate about learning more about what our customers want. You’ll be part of the team dedicated to better understanding our customers, where to find them and how to talk to them.

You’ll be part of a team devoted to exploring new analytical insights and sharing them with the business. These insights are predominately, but not exclusively, focused on online audiences.

You’ll develop hypothesis tests to validate the learnings you’ve gathered and guide the acquisition and brand teams on where to invest their spend.

The role is a key link between the Commercial, Brand and Acquisition functions, you’re provide a key feedback link in ensuring spend is optimised against new customer segments and insights.

Here’s What You Can Expect to be Doing

Be defining our customer online segments, understanding which types of customer we have and who we want to speak to in the future.
Profile and benchmark these digital audiences to understand how well AO.com is currently performing and where the opportunities are.

Be responsible for researching and analysing the online segments as well as developing hypotheses to test and validate your assumptions in the real world.

to improve conversion

Work in collaboration with the Acquisition team to test your research in Social, Display and Paid Search online channels. This will involve building lookalike audiences and reporting on the results.

Perform ATL (Above The Line) analysis on Brand and non-Digital campaigns.

A Few Things About You

- Knowledge of Python, R or Power BI is desirable,
- Working knowledge of Adobe Analytics or Google Analytics is desirable, or a willingness to learn these as part of the role.
- Knowledge of both quantitative research methods is essential and experience of qualitative research desirable
- Excellent communication skills, being able to explain your findings in a language that non-technical audiences can understand.
- Ideally some experience of econometric, multimedia modelling.
- You’ll have good interpersonal skills and be comfortable delivering recommendations to senior stakeholders. Strong commercial and business acumen are critical
- CAN DO attitude - results focussed and always proactively trying to find a better way
- Clear demonstration of ability to grow and work with other teams
- Highly driven and self-motivated with a demonstrated ability to perform well in a fast paced changing environment
- Highly proficient in Excel
- Exceptional attention to detail with a data driven approach to providing solutions
- Highly analytical and logical approach with strong decision making skills
- Excellent communication both written and verbal
- Experience of preparation of presentations / reports for exec / management preferred
- Excellent organisation and time management skills
- Strong interpersonal skills essential - ability to appropriately liaise and develop relationships with all levels
Why Choose AO?

At AO, our culture and our AO'way of doing things is vital to our success. We’re passionate people, determined to do whatever’s necessary to make our customers happy.

The AO motto is "treat every customer like you’d expect your nan to be treated, and make decisions your mum would be proud of". To do this, we train and empower each and every AO’er to strive for better ways of doing whatever they are doing.

Our AO’ers don’t just go through the motions and follow processes, it just isn’t our thing. We don’t follow trends, we set them.

Great People Deserve Great Things

As an AO employee you can take full advantage of our benefits package. As well as the fundamentals, like pensions and holidays, we have designed our "AO Perks" to help you out financially and make your work life a little easier.

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