POSITION TITLE
SENIOR ANALYST, DATA & ANALYTICS

Merchology is in pursuit of a Sr. Analyst to lead all aspects of Merchology's BI efforts. This person will be responsible for creating reports, analyzing reports, and running reports for various departments within Merchology. Merchology is looking for someone who is eager to develop research strategies to increase company productivity and efficiency across various departments. The person will curiously about the data and have a drive to provide new solutions based on their findings.

LOCATION
121 Cheshire Lane, #100 Minnetonka, MN

INDUSTRY
Business to Business E-Commerce Sales

JOB DESCRIPTION
• Design, execute, and ensure quality of automated reports, dashboards, and one-off requests using SQL and Tableau.
• Run customer transaction data queries across large volumes of data.
• Demonstrate a creative and enthusiastic approach to research. Willing to take the lead on the direction of a project.
• Develop and implement reporting on customer segment performance, trends, and key behavior drivers.
• Manage an off-shore team to conduct customer research to supplement in house findings.
• Analyze customer demographics, psychographic data and purchasing behavior to improve segmentation of customer database and marketing campaigns.
• Conducts research related to market opportunities, competitive intelligence, and innovation in products and services.
• Analyze the effectiveness of emails, direct mail, website features, and other marketing efforts to ensure best utilization of marketing resources.
• Maintain and improve dashboards for sales, marketing, and management teams.
• Willing to conduct a deep analysis of a topic and use that data to increase the value of Merchology.
• Demonstrate a curiosity about data that drives new ideas and new points of view on how to effectively utilize and create metrics.

JOB REQUIREMENTS
• 5+ years in analytical reporting role in marketing, retail, ecommerce, or related field
• Bachelor’s Degree Required; preferred in Analytics, Computer Science, math, data science or economics
• Must have experience working in a variety of analytics and database programs
• Must have high analytical skills
• Must be able to communicate findings to management teams and other stakeholders in the organization
• Must be able to recommend creative and practical solutions to increase revenue and optimize marketing and sales practices.
• Must have advanced Excel skills.
• Must have experience with Tableau

PREFERRED
• Experience working in Alteryx, Netsuite, Hubspot, Shopify, or Google Analytics
• Experience working in small business environment with high growth and regular changes in requests and needs.
• Experience in B2B data analysis
• Experience presenting data findings and next stops to upper management

Merchology is the leading online retailer in business to business sales of co-branded retail merchandise including apparel, headwear, drinkware, gifts, and accessories. Merchology is “customer logos + brands they love.” It’s pure brand awesomeness! Merchology is an equal opportunity employer.

Email Resumes & Cover Letters to: resume@merchology.com