



Data Analytics Manager (Full Time)

[Cora](#) is a modern women's wellness brand infusing **good** into a category rife with unhealthy products and outdated notions of womanhood. At Cora, we believe women and their bodies are naturally powerful, so we make naturally powerful goods for the body, that are good for her body, while doing good in the world.

Our mission is to revolutionize the female experience by acknowledging the natural power of female bodies and providing healthy, thoughtful ways to care for them. We create fearless content and innovative products through an elevated brand to shift the way women perceive and manage their periods, bladder leaks, post-birth recovery, and other natural experiences. And with every Cora purchase, we provide period pads and health education to a girl in need in a developing country so she can step boldly into the promise of her future.

Our company is taking off—in terms of revenue, products, content, and sales channels—and yet we are just getting started. We are a truly omni-channel business, offering Cora products on our own site, nation-wide at Target stores, and also on Amazon and Grove Market. We are seeking an experienced yet scrappy **Data Analytics Manager** to inform our omni-channel sales and marketing strategies and decision-making across the business.

As Data Analytics Manager you will work with a number of business leaders to provide data-driven customer insights and recommendations, evaluate the impact of sales & marketing initiatives, and keep teams informed on trends across key customer metrics. This role will report to the CFO and work closely with leadership.

This role demands someone who connects with our mission, cares about women's health, and is driven by a desire to do work with a purpose. You will be joining a rapidly expanding startup at the ground-level and working with a kickass team that has built multiple companies, while having a high degree of responsibility and autonomy.

What You'll Do

- Identify best in class data analytics platforms. Partner with Engineering and key stakeholders to build data analytics stack, identify data sources, and drive data warehouse improvements.
- Identify key success indicators and establish best practices for data analytics across the entire organization
- Obtain a deep understanding of customer behavior through data exploration and make recommendations on how to optimize user engagement and retention
- Build and automate reports and dashboards to inform business decisions with an emphasis on scalability
- Interact with executives on a regular basis and make our data and methodologies come to life
- Build and manage models to forecast key company metrics and to better understand the underlying drivers of their performance
- Collaborate closely with cross-functional stakeholders including Sales, Marketing, Operations, Engineering, Customer Service, and Finance



- Support test & learn approach to marketing channels – be capable of pulling and analyzing data independently and interpreting results
- Create both standardized and ad hoc reports and dashboards, aligning with cross-functional partners on KPIs for marketing spend and performance across platforms, channels, and throughout the marketing funnel

Qualifications

- Minimum 5 years of experience performing analysis for an eCommerce company; bonus if CPG retail experience
- Bachelors or Masters in Math, Engineering, Statistics or other quantitative field, with a track record of academic excellence
- Solid understanding of Statistics with ability to explain statistical concepts to non-technical audiences and synthesize data into clear stories and takeaways that are actionable for the business
- Big Query and ETL experience
- Excellent SQL and data warehouse skills; experience writing complex queries on large data sets and deriving actionable insights
- Hands on experience with data modeling and warehousing
- Knowledge of how to develop and maintain a solid data infrastructure
- Expertise with data visualization, report building, and dashboard tools such as Tableau, Looker, or equivalent
- Ability to effectively communicate and collaborate with Engineering, Operations, and Marketing teams
- Experience with syndicated data and databases, such as IRI or Nielson, is a plus
- Eagerness to own your part of the business and think strategically, with a willingness to get your hands dirty with execution

Terms and Benefits

- Full time in-house in our San Francisco headquarters
- Competitive salary and benefits (including fully covered health, dental & vision premiums, 3 months of maternity/paternity leave, and an unlimited vacation policy)

To be considered for this opportunity you must be documented to work in the United States and reside in the Bay area. You will be working at our San Francisco office during normal working hours. Cora offers competitive salary and benefits, an amazing team and a world-changing mission.

****Please send your resume to puja@cora.life****