



Birkenstock USA, LP
BUSINESS ANALYST – DIGITAL AMERICAS

At Birkenstock USA, LP, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

In order to provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

Job Title: Business Analyst, Digital Americas

Position Location: NYC (SoHo)

Reports To: Senior Manager Data Science & Analytics, Digital Americas

Salary: \$80k-\$90k (exempt)

Objectives

The Business Analyst, Digital Americas will champion the consumer experience across all online channels through data driven strategies to ensure acquisition, retention and brand loyalty. Working closely with the digital front end team, this role will execute extensive analysis of the online business, provide maintenance of web analytics tools and will serve as a team expert in digital analytics spanning Web, Mobile, Social, Email and Media. This position will also collaborate in the planning and development of various customer activation strategies. In close collaboration with the local and global Digital teams, this role will help deliver a complete picture of performance and assist in the growth of ecommerce for Birkenstock Americas.

Responsibilities

- Own the entire business analytics process, from data collection and reporting to analysis and stakeholder presentation
- Support the entire Digital Americas front end team with dashboards, insights and adhoc requests as needed
- Collaborate with global and regional analytics teams on a cross-functional basis
- Create and manage dashboards used by various teams across several tools (Excel, Tableau, Google Analytics)
- Perform weekly analysis on website performance and consumer behavior, synthesizing the findings into actionable insights
- Assist with web analytics and site tagging audits to help ensure measurement frameworks stay updated with business needs
- Develop and maintain analytical support strategies, forecasting and modeling to grow revenue targets
- Perform advanced analysis on topics ranging from inventory optimization, product affinity and causal inference to help optimize various business objectives
- Compile and share relevant industry news, including emerging trends in data analytics

Qualifications

- Degree in Business, Finance, Statistics or related field
- 1-3 years experience in a professional Analytics or Business Intelligence environment; experience in e-commerce/retail a plus
- Previous experience with visualization software (Tableau, PowerBI, etc.)
- Previous experience with SQL and large dataset manipulation
- Working knowledge or familiarity with a web analytics tool (Google Analytics, Adobe, etc.)
- Working knowledge of a scripting language such as Python/R not required but considered a plus
- Previous experience in CRM, CDP or A/B Testing platforms not required but considered a plus (Salesforce, Optimizely, etc.)
- Familiarity and Understanding of web KPI's, online financials, ROI, profitability, etc.
- Excellent verbal and written communication skills; with ability to provide both deep dive and executive reporting that reflects clear data and actionable insights
- Ability to provide and articulate web analytics tracking and implementation requirements
- Team-player; ability to work with all digital team members in a proactive manner and drive results
- Adapts easily to changing situations and demonstrates flexibility in juggling priorities

Interfaces/Relationships

- Close alignment with the Americas Digital channels including CRM, Ecommerce/Content and Paid Media

- Collaboration with BSD HQ and Global teams

Working Conditions

- Involvement with local and global teams with diverse cultures
- Ability to travel as needed

If interested, please send cover letter and resume to mhoessl@birkenstockusa.com. Subject line should list "Business Analyst, Digital Americas".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.