

At Birkenstock, 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.

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: Associate Director, Data Science & Analytics, Digital Americas

Salary: \$85k-\$95k

Objectives

The Business Analyst, Digital Americas, will help translate data into actionable business insights that support customer acquisition, retention, and ecommerce growth. This role will support in the data preparation, dashboards development, and performance analysis; while gaining hands-on exposure to data pipelines, platform integrations, statistical analysis, and predictive modeling. In close collaboration with the local Americas Digital team and Global Digital team, this role will help deliver a complete picture of performance and assist in the growth of ecommerce for Birkenstock Americas.

Responsibilities

- Support in the writing and optimization of SQL queries to retrieve data from relational databases, in order to provide actionable insights and recommendations in the form of Digital dashboards and reports.
- Owns the Google Tag Manager implementation and governance, including tag deployment, version control, QA, and documentation.
- Assist in the building and maintenance of scalable data pipelines to connect Digital tools and systems.
- Assist in the creation and maintenance of data models to enable business decision-making.
- 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 (DWH, Looker Studio, Tableau, Google Analytics).
- 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.
- Support in the development of predictive models, including Customer Lifetime Value, propensity to purchase / conversion likelihood; and translate model outputs into actionable strategies for Digital channel teams.

Competencies & Experience

- Understanding of SQL and ability to write queries to extract, manipulate, and analyze data from relational

databases.

- Solid analytical skills and a passion for solving data-related problems.
- Strong problem-solving abilities and the capacity to apply data-driven insights to real-world challenges.
- Understanding of machine learning algorithms and techniques with experience in model development, background in customer valuation and segmentation a plus.
- Familiarity and understanding of web KPI's, online financials, ROI, profitability, etc
- Experience with a web analytics frameworks (Google, GTM, Adobe Analytics) and MMM solutions considered a plus.
- Excellent verbal and written communication skills; with ability to provide both deep dive and executive reporting that reflect clear data and actionable insights.
- 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.

Qualifications

- Education: Bachelor's degree in Data Science, Statistics, Computer Science, Mathematics or a related field
- Work experience
 - 2-4 years' experience in a professional Analytics or Business Intelligence environment; experience in e-commerce/retail a plus
 - 2+ years' hands-on GTM experience, data layer design, GA4 event tracking, and debugging with browser developer tools
 - Experience with databases like PostgreSQL, Snowflake, or Databricks
 - Familiarity with data visualization tools, such as Tableau
- Bonus experience
 - Proficiency in a scripting language such as Python or R

Interfaces/Relationships

- Close alignment with Americas Digital channel teams and Merchandising team
- Cooperation with external providers, as needed
- Close alignment with Global & Regional Digital teams

Working Conditions

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

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

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