

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.

<u>JOB TITLE:</u>	Business Analyst, Digital Americas
<u>LOCATION:</u>	NYC/Tri-State area
<u>REPORTS TO:</u>	Associate Director, Data Science & Analytics
<u>TYPE:</u>	Exempt
<u>SALARY:</u>	\$85k - \$100k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

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. The ideal candidate will have a background in transforming complex data into actionable insights in the form of statistical analysis and predictive models. The role will serve a key function in the entire data management pipeline, from database ETL to structuring reports and dashboards. This role sits at the intersection of analytics, engineering, and commercial teams—owning the development of data pipelines, enabling platform integrations, and building predictive models that power growth. 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

- Write and optimize complex SQL queries to retrieve data from various relational databases, to provide actionable insights and recommendations.
- Use Python or other scripting languages to automate data extraction, cleaning, and reporting processes.
- Design, build, and maintain 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.
- Develop and operationalize predictive models, including Customer Lifetime Value, propensity to purchase / conversion likelihood; and translate model outputs into actionable strategies for Digital channel teams.

Competencies & Experience

- Strong understanding of SQL and ability to write complex 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.
- A solid 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, 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
 - Experience with databases like PostgreSQL, Snowflake, or Databricks
 - Proficiency in a scripting language such as Python or R
 - Familiarity with data visualization tools, such as Tableau

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.ramos@birkenstock.com. Subject line should list "Business Analyst – Digital Americas".

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