

Analytics Lead

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Company: Unspecified

Location: , , Pakistan

Category: other-general

A Little Bit About The Ambr Group The Ambr Group was formed after the merge of two global operators and acquirers of 3rd-party consumer products brands, Suma and D1 Brands in April 2023. We are founders, operators, and eCommerce veterans who have built and run companies with billions of dollars in online revenue. We love building brands and celebrating the entrepreneurs who get them started. We're always looking to add exceptional people who are ready for a challenge and to take our business to greater heights. If you are passionate about e-commerce and building the future of digital commerce, we would love to meet you!The Ambr Group team comes from a wide variety of professional backgrounds and countries, but we all share a few core beliefs. Here are a few: · We are fanatical about creating value for our brand sellers, customers, and Ambr Group's team members · We'd rather write the rules than follow someone else's – there is always a better way to do things · When it comes to building a world-class business, we shouldn't compromise between hard work and enjoying the journey – if we're not having fun, we're failingThe analytics lead is responsible for creating and building towards a vision for how data, information and insight can help the Profound Commerce family of e-commerce brands profitably grow. They will collect, centralize, transform and expose data to a set of stakeholders (brand managers, operations managers, executives) in a scalable fashion. They are responsible for growing infrastructure and analytics capabilities using an appropriate set of technologies and business processes. They will manage a remote, geographically dispersed team to achieve their vision. This role will report to the Chief Marketing Officer.

Responsibilities Data Infrastructure Define the analytics reference architecture and 12-month

roadmap. Provide leadership and project management oversight for a set of engineering projects to deliver against that roadmap Monitor data availability and accessibility. Build a data governance process Working with brand managers, scan for new data sources that might help the organization grow. Evaluate the benefit of ingesting, transforming and using the data within the portfolio relative to its costs. Reporting Work with stakeholders to define a set of standard business performance reports. "Report the news": business performance by distribution channel and across distribution channel. These reports will take the form of slack updates, emails, and presentations. Strategy and Analysis Develop measurement frameworks / patterns for analysis for common business activities. E.g. Price sensitivity, measuring product launch 'success', promotions during seasonal events Partner with brand managers to come up with and formalize the experiments they intend to run to improve the business results of their assigned brands. Encourage the discipline to measure and apply what is learned from these experiments to other brands in the portfolio. Qualifications 5+ years of experience related to Data Engineering and Data Analytics Technical fluency: can navigate in a technical environment (Python, SQL, dbt, Snowflake or some other columnar database, data visualization via Looker or some other tool) Strong written and verbal communication skills (in English) with a talent for precisely articulating stakeholder's problems. Prior project management experience, and ability to understand, communicate and get buy-in on tradeoffs between scope, schedule and budget. Desire to live and breathe data and analytics within e-commerce. You find e-commerce brand performance an inherently interesting problem to think about, and can see yourself building cutting edge data and analytics structures to support brands' decision making for the long run. In 30 days, the Analytics lead will Support the team: Understand the current footprint of reporting and analysis across the company, and how the Analytics department delivers against their promises. Understand the 'stack': become familiar with API-based data sources, Snowflake, DBT, Looker, FiveTran Meet with stakeholders to understand commonly asked questions and patterns of analysis to grow and manage the brand portfolio. Formulate a vision for the data and analytics department, and create a set of projects to actualize that vision. Over 6 months, the Analytics lead will Present, gain support, and begin building towards a vision for how Analytics helps us grow. Maintain and manage the engineering execution of a robust backlog of data and reporting features Optimize the standard analytic frameworks used for key decisions.

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