

Purpose:

At the adidas Group, our love for sport drives who we are and what we do every day. Equally important is our passion for data and our aspiration to excel in insight-driven analytics.

Our goal is to take our digital analytics practice area to the next level. Our consumers are fluid and multi-faceted, which should be reflected in web analytics practice to maximize conversion and engagement horizontally.

We want to refine our existing global digital analytics activities by exploiting the vast amount of information and insights available through Clickstream data, Web Consumer Experience Feedback program and beyond. Your modus operandi is to drive the analytics function by providing actionable insights that drive strategies and business outcomes. As a Digital Analyst, you are a natural and fluent bridge builder, between analytics function and cross-functional stakeholders.

As a trainee in the field of Digital/Web analytics, you support the Web analytics team and direct stakeholders with web analytics through use of various analytics solutions. You will be working with the Web analytics team directly, as well as working frequently with the wider Digital Analytics team in various function (e.g. Traffic Generation, Consumer Analytics, Data Governance), User Experience, Consumer Engagement, local markets and Business Units, amongst others.

You will be pivotal in assisting analytics professionals and will have the opportunity to learn from them and gain insight into their main tasks and challenges.

Job Profile:

- Providing DBC team with insights through reports, dashboards and visualizations helping them answer business questions
- Support day to day digital analytics needs from stakeholders across the wider organization
- Perform the system administrator role and pick up ad hoc insights and reporting requests from web data
- Analyze data with the purpose of understanding or drawing conclusions for decision making purposes
- Inspect and evaluate the web analytics implementation for data quality purposes

Candidate Profile:

- Genuine interest in the sporting goods industry, digital experience, and digital analytics
- A self-starter & good communicator, open to feedback, proactive and a hands-on attitude
- Open to learning on the job and relishes change as a constant
- Fluent written and spoken English is a must
- Advanced computer skills, proficiency in Microsoft Excel is a must
- Comfortable with working with large data sets and applying explorative data analysis
- Affinity with Web Analytics, preferably some exposure to tools like Adobe Analytics, Google Analytics or CoreMetrics (or the like)
- Affinity with data visualizations tools like Tableau is a strong plus
- Affinity with SQL, NoSQL, R, Python and Big Data Platforms/technical language is a strong plus
- A Mathematics, Statistics, Econometrics, Computer Science, Business or Marketing graduate