BUSINESS INSIGHTS MANAGER

YOUR TASKS

Role Purpose:

The Business Insights Manager is responsible to support the acquisition and rollout of eCommerce data with respect to KPIs to support the market insights generation to maximize results. This includes but not limited to lead the e-commerce data governance and management chain, which include data consolidation, tracking, evaluation, and interpretation across commercial, performance marketing, and eContent data points.

Main Accountabilities:

○ Leading building data and measurement backbone on Local level (Completeness)
○ Drive capabilities in acquisition of insights & data analytics to impact offtake performance (Actionability)
○ Ensuring consistency & harmonization of data & analytics function (Standardization)
○ Ensuring reporting quality and accuracy of data reported
○ Budgeting responsibility for building data infrastructure
○ Enabling access to relevant sources of data
○ Evaluation and check of data (reliability, robust etc.)
○ Data interpretation and transformation into management reports and recommendations for managerial level
○ Support decisions with individual reports and analysis of data as part of e-commerce team
○ Direct relationship and enhancing of eAnalytic tools. Define KPI's, align/communicate & challenge and drive local customers and consumer teams.
○ Steering and optimization of external systems (e.g. Profitero) and internal data sources (SAP B.One, financial reports…)
○ Work on futuristic capabilities (such as machine learning and artificial intelligence) to build algorithms that can guide our go-to-market strategy
○ Interchange and ensure best practice exchange with regional and global data management

YOUR PROFILE

Knowledge, Skills and Experience:

○ Above average university degree in Business Administration and/or data science/analytics
○ Business Insights experience for E-Commerce business in FMCG sector / FMCG category experience for E-Commerce portals for 3+ years
○ Strong capabilities in data visualization tools (e.g Power BI) and expertise in Microsoft Excel
○ Proven ability to systematize and organize different data sets into analytics
○ Experience conducting quantitative and qualitative analysis with analytics techniques to solve defined business problems

JOB DETAILS

Contract Type:	Unlimited / Full-Time
Country / City:	Mexico / Ciudad de Mexico
Company:	Beiersdorf México SA
Job ID:	15639

- The right person must possess an entrepreneurial spirit, be comfortable with ambiguity and ready to push the envelope on cutting-edge analytics with a collaborative approach and a high level of business acumen.
- Excellent presentation and communication skills in English

Other Skills:

- Extensive work experience on consulting or related industry; also preferred: proven career track in agile environments such as start-up or investor ecospheres.
- High communication skills to interact in diverse and cross-functional (digital) teams
- Bilateral Understanding of eCom Business and data analytics; experiences in FMCG or other volume markets (on- or offline)
- eCom experiences in challenging markets
- Also experiences in reporting/analysis systems such as Profitero/Edge and other tools; also in international pure player systems (especially Amazon) and marketplaces (especially Mercado Libre).
- Good team worker who can discuss with and motivate peers to work on challenging tasks