### **Job details** 123Sneakers is a New York City-based company that has grown from a boutique sneaker shop to a respected online retailer. Our goal is to become the go-to website for rare and limited-edition sneakers, clothes, and street wear accessories. So, we need a strong business analyst to drive our e-commerce sales and increase our online presence.

### We’re looking for an enthusiastic, detail-oriented analyst. The ideal candidate will also be adept at digital marketing, SEO, and other e-commerce best practices. Your primary role will be to gather and analyze data and define key metrics (KPIs). You’ll create insights to help us improve our processes, marketing, and business strategies.

### **About the company** 123Sneakers sells (duh) sneakers and streetwear with a specialization in limited editions. During the COVID pandemic, we were forced to move our operations online. We grew more than expected due to the shift, and our customer base has grown around the country and into Europe and Asia.

### Our short-term plans include creating our own merchandise and apparel. Our company culture is relaxed and focused on all things fashion, street culture, hip-hop, and art. We accept everyone, and as corny as it sounds, we’re one big family. If this sounds like your kind of workplace, join us!

### **Role**

* Monitor, analyze, and report on e-commerce data, competition, and market trends
* Determine KPIs to measure success relative to the company’s goals
* Transform complex e-commerce data into easy-to-digest reports
* Research and identify opportunities for new revenue streams and additional markets
* Collaborate with the marketing and IT team to define and create e-commerce solutions
* Serve as the e-commerce subject-matter expert, advising business owners and stakeholders on e-commerce best practices

### **Benefits** *We offer a strong compensation plan with a competitive salary, health insurance, 401(k), and an unlimited vacation policy.*

* Job type: full-time with flex-time options
* Salary: $84,500 to $104,500/year
* Additional compensation: bonuses
* Other: dental insurance, vision insurance, retirement plan

### **Qualifications**

* Bachelor’s degree in business management, data science, or marketing
* 3+ years of experience in a business analyst role
* Proficient in web analytics tools like Heap, Google Analytics, and Oracle
* Excellent reporting and presentation skills
* Knowledge of data visualization tools like Power BI and Tableau
* Ability to break down challenging and complex concepts into layman’s terms
* Strong understanding of e-commerce (preferred)