

# (Senior) Data Analyst - User Behaviour & Marketing Analytics

**We are the first streaming platform for sensual audio stories for women.** We make women happy and inspire; simple as that. We stand for zest for life – female empowerment is in our DNA. We have already positively impacted the lives of several thousand women by re-defining female pleasure. Sexuality to us means pleasure, genuineness and enjoyment. We are working on something big, something impactful, something beautiful. Let's make the lives of millions of women worldwide a bit more joyful.

You are self-driven, naturally curious and highly logical person who can take on complex problems, suggest a thorough approach and provide clear solutions. You hold exceptional collaboration and communication skills, and have a soft spot for working across teams. You continuously seek out opportunities to influence decisions with data. You utilize critical thinking and a strategic mindset to navigate your way through solving ambiguous questions.

We are seeking a Senior Data Analyst to build an analytical framework at femtasy that helps us understand our current state and estimate future performance through clear metrics, complex transformations, and intuitive dashboards. We are currently setting up a data warehouse leveraging AWS you can then use to run analyses, create dashboards and build models. As the only data analyst – for the start – you would work in a highly visible and strategic role, working closely with our Product Management, Marketing and Engineering teams across Europe and in our Berlin office.

## Responsibilities

- Build transformations using statistical and data warehousing tools to convert raw platform and performance datasets into reports and dashboards for Product, UX, Marketing and our Content team. The stack is based on AWS but not limited to it.
- Make sure the data from various data sources are up-to-date, the transformations are running as scheduled and data consistency is maintained
- Proactively analyse the user behaviour of our audio streaming platform. Develop models and in-depth ad hoc reports for large scale campaign/product/pricing/content strategies and/or initiatives
- Develop KPIs, visualize dashboards, identify trends across the platform, channels, campaigns and user segments and use them to generate actionable insights for your stakeholders
- Constantly validating and improving the performance of reports, dashboards and models over time
- Join strategic meetings as an advocate of the data domain to uphold data-driven thinking

## Requirements

- Background in Computer Science, Mathematics, Statistics, Applied Science or other highly quantitative fields
- 4+ years of full-time work experience as a Data Analyst or Data Scientist at a consumer internet company
- Advanced proficiency in SQL. Experience with data-related languages such R or Python is a high plus
- Proven experience in a fast-paced business environment and an understanding of how analytics contribute to business success
- Experience with processing raw data from various third-party data sources (e.g Marketing platforms, payment platforms and analytics solutions) and transforming them into effective data sets for analysis
- Hands-on experience with data pipelines and data visualization tools
- Expert in communication, accountable when it comes to the data domain, with a consistent record of partnering across various teams and disciplines
- Excellent English skills to present numbers in a convincing way
- A pragmatic approach to solving problems

## What we offer

- Flexible working hours
- Monthly learning session with the whole team
- A business culture based on transparency and optimism
- Office pets :-)
- The chance to join a huge mission! #impact
- Regular home office / remote options
- An annual subscription for Headspace for your inner peace or Blinkist for daily inspiration
- Weekly Yoga Session or personal HIIT training at the office
- An office garden with a lot of space for fun evenings with the team
- A newly renovated office with a shower and an ideal connection to public transport

## **ABOUT US**

We are from four continents, 10 different nations and on average 28 years old. We value ideas and new perspectives and love to set our standards high. Like really high. We sing in choirs, fly drones, play guitar, visit meet-ups, do triathlons or half-marathons, travel the world, cook and bake, take pictures, dance, paint, watch horror movies, party the whole night, knit, drive motorcycles, visit festivals, take walks in the woods, are married, single, in a relationship, have children, godchildren, dogs and cats. We are a proper team. Wanna join?