



Job Description

極度乾燥(しなさい)
Superdry®Careers

Customer Insight Data Analyst– Cheltenham

Superdry is a genuine British success story that has grown to an annual turnover of £872m, with our brand already worth £1.6bn in total global consumer sales. We are a multichannel operator with well-developed and highly successful retail, ecommerce, wholesale and franchise businesses and customers in virtually every country in the world. We are well on our way to achieving our goal of becoming a global digital brand.

The Role

This is a brilliant opportunity within our CRM and Customer Insight Team within our Ecommerce Department at Superdry Head Office. The Customer Insight Analyst role is a leading insight role, responsible for exploring our data to identify customer focused insights that drive change across the business.

You will

- Support the CRM and Insight Manager in the preparation and execution of all planned and ad-hoc insight activities and reporting
- Use technologies and platforms available to maximise insight opportunities; CRM, Alteryx Analytics platform, Dot Mailer ESP, Trust Pilot, Looker BI Tool
- Analyse and evaluate data across the business to produce recommendations to influence decision making
- Make recommendations and oversee activities to reduce attrition, increase best customers and increase departments shopped, always seeking to extend Customer Lifetime Value
- Create insights on customer profiles, x9 box segmentation, behaviours and lifecycle stage
- Act as an expert in customer data, segmentation and analytics; advice CRM team and other marketers in the use of data and data-based insights
- Bring data to life with visually engaging summaries and reports
- Present relevant insights internally to small groups of stakeholders such as Marketing, Finance, Retail, Brand Business Management and Design
- Champion data driven marketing which supports a multi-channel customer experience, driving retention and growth of existing customers and acquisition of new customers
- Oversee and enhance reporting on key customer metrics; Customer Lifetime Value, churn, database activity, growth and decline to identify opportunities for improvement or potential risks
- Enhance and manage customer satisfaction programme across channels and key global markets
- Support B2B and Marketing team with Customer targeting and email Lifecycle planning (including maximising performance of triggered programmes)
- Maintain the customer and market insight library for business partners to access and self-serve
- Ensure data hygiene, compliance and quality to create and maintain a solid foundation of quality data
- Manage regular data feeds and data import errors



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You are

- Someone who thrives on wanting to know why customers act and feel the way they do
- From a proven background of experience in marketing or data analysis
- Naturally curious, taking a hands on approach to exploring data to aid customer understanding and data led change across the business
- Comfortable with data and numbers, tech-savvy and have the confidence to lead and manage data orientated projects with other key areas of the business such as the digital data team, design and performance marketing channels
- Able to translate data and numbers in a visual and compelling way that tells a story with clear actions
- Flexible and must enjoy working in fast-paced and changing environment
- An excellent communicator, verbal and written, comfortable presenting to small groups
- Able to work independently, prioritise workload and work under pressure with the ability to multi-task
- Able to generate new ideas and make things happen
- Flexible, embrace change with an appetite for continuous professional development
- Able to quickly identify issues, focusing on solutions and generating alternatives
- Experienced with CRM and Alteryx - highly desirable
- Competent across all Microsoft Office Applications

Working for Superdry has never been so rewarding...

- Everyone receives a generous salary, pension contributions, life assurance and 25 days holiday
- Unrivalled range of Learning & Development programmes
- Eligibility to join our Share Save initiatives
- Amazing staff discount, 50% online and in store, plus an on-site staff shop and subsidised cafe
- A range of team and company-wide social events
- Discounted gym membership, cycle to work scheme, wellbeing services and much, much more