

Marketing Insights Data Analyst at Wasoko

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

(adsbygoogle = window.adsbygoogle || []).push({}); Wasoko is transforming communities across Africa by revolutionizing access to essential goods and services. By connecting small shops to the digital economy, we fix inefficient supply chains and provide services that were previously unavailable. Wasoko aims to provide everything a retailer needs, no wholesalers or banks necessary. Thousands of retailers across Kenya, Tanzania, and Rwanda use Wasoko's mobile ordering and delivery service to receive the goods they need as quickly and cheaply as possible while also accessing growth financing for the first time.

Job Profile: Marketing Insights Data Analyst

We are currently seeking a skilled Marketing Insights Data Analyst to join our team at Wasoko. In this role, you will be embedded in our Business Intelligence team, and serve as a strategic partner for our Marketing, Customer Insights and Customer Support teams, providing data-driven insights and intelligence to continuously improve our customer experience and offering.

Your primary tasks will involve collecting, organizing, and analyzing data from diverse sources, generating valuable insights, and presenting actionable recommendations to key stakeholders. You will also drive initiatives aimed at optimizing operational excellence and revenue growth.

Responsibilities:

Data Collection and Analysis:

Gather, clean, and organize customer data from various sources, including surveys, feedback,

and transactional data.

Employ analytical techniques such as trend, pattern, and root cause analysis to identify issues and propose effective solutions.

Utilize statistical methods and data visualization techniques to effectively communicate insights and findings.

Customer Journey Improvement:

Analyze customer touchpoints and interactions to optimize the overall customer experience and increase satisfaction levels.

Develop metrics and key performance indicators (KPIs) to measure customer experience and track improvements over time.

Analyze and report on key commercial metrics and data trends, extracting practical business insights and recommending actions for driving business growth. Employ new attribution methodologies to analyze customer support channels and customer journey, highlighting trends and opportunities.

Reporting and Presentation:

Design, implement, and enhance KPI and SLA reports and dashboards for customer support teams.

Deliver data-driven insights and recommendations to stakeholders, including senior management, marketing, and product teams.

Translate complex data into clear, concise, and actionable insights that support decision-making and strategic initiatives.

Continuous Improvement:

Support A/B testing and experimentation methodologies. Conduct in-depth analysis of retention metrics to extract insights and learnings applicable throughout the customer lifecycle.

Collaborate with relevant teams to monitor customer feedback and sentiment across various channels, identifying opportunities for process improvements.

Proactively propose innovative approaches and tools to enhance data analysis and reporting

capabilities.

Qualifications:

Bachelor's degree in Business, Statistics, Data Science, or a related field..

Over 5 years of relevant experience as a data analyst, preferably in the customer experience domain.

Proficiency in data manipulation, statistical analysis, and data visualization tools (e.g., Excel, SQL, R, Python, Tableau, Power BI).

Strong analytical and problem-solving skills, with the ability to derive insights from complex datasets.

Excellent communication skills, with the ability to present findings to both technical and non-technical stakeholders.

Detail-oriented and highly organized, with the ability to manage multiple projects and priorities.

Familiarity with customer experience metrics and methodologies (e.g., Net Promoter Score, Customer Effort Score) is a plus.

Experience with customer feedback management systems or survey tools is desirable.

Ability to work collaboratively in cross-functional teams and adapt to a fast-paced, dynamic environment.

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