

Manager WHS Analytics EMC | adidas Dubai

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Location: Dubai

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Inspired by our heritage, we push the boundaries of culture and human performance. Through sport, we have the power to change lives.

Headquartered in Herzogenaurach, Germany, we employ more than 59,200 people across the globe.

Purpose and overall relevance to organization

Build and lead the Wholesale business performance analytics function within EMC

Wholesale organization

Be responsible for delivering cutting edge analytics services to all Cluster stakeholders, enabling them to take quantitatively based decisions

Act as local “centre of expertise” within Wholesale for all analytics related topics and drive the implementation of analytics tools

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Key Responsibilities

Prepare data analysis for account and market Wholesale teams based on Global Business

Analytics framework for (exemplary analytics areas may include but are not limited to):

Account and Market business performance

Sell-Thru analysis against KPI's

Competitor Analysis

Trend Forecasts

Digital sales performance analysis & insights reporting

Digital web performance analysis & insights reporting

Digital account diagnostics

Marketing campaign analysis and optimization

Range analysis & quantitative assortment optimization

Translate analyses into engaging, actionable and easy to digest insights, through strong communication and presentation skills

Implement global initiative testing and tracking solutions

Consult across market Wholesale and account teams in driving consistent language, insight generation and utilization towards business optimization and development

Accountable for Cluster data sourcing and management

Cluster point of contact for all key external stakeholders (Market Sales, Market analytics, Market finance, etc.)

Work with Global & Market Wholesale business analytics to input local insights and business reality, improve reporting structures and distil best practices across markets

Input account specific insights to global & market Business analytics

Requisite Education And Experience / Minimum Qualifications

University degree in the field of Business or equivalent

5+ years of experience in Data Analytics

Strong experience in different forms of Analytics incl. Digital Analytics

Experience in different fields of digital measurement tools and measurement platforms for web analytics, mobile, paid media, social, sentiment, SEO, etc.

Experience in both Brick & Mortar retail as well as eCommerce environment

Experience with BI, Financial, Merchandising processes, tools and KPIs (preferably Adobe etc.)

Profound experience with data and visualization techniques.

Experience with B2B sales data

Key Relationships

EM Business Analytics team

EMC Wholesale Team

EMC Brand Marketing Team

Dubai Key City Team

EMC Finance & BI Teams

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