

Pricing & Product Analyst

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Company: European Association of Zoos and Aquaria

Location: united arab emirates

Category: other-general

Evaluate product sales performance, assess trends and determine optimal pricing initiatives based on business objectives Carryout out competitor analysis, monitor new trends and identify opportunities Review existing pricing strategies, price/product mix and make recommendations Analyze promotional / tactical offer requests from Sales and Marketing teams, assess impact and present in Product validation committee Develop strong understanding of trend and market behaviors to assess the right product fit by segment Recommend and enhance data collection through different touch points to facilitate insights for the business Carryout adhoc analysis to make informed decision related to all pricing initiatives Develop deep understanding of past performance to help evaluate and sizing opportunities for new similar initiatives Support in extracting data from the system for the performance / reporting and product/pricing team Support in creating and maintaining Tableau dashboards for Revenue Management Product / Price setup and maintenance Develop a strong understanding of the ticketing system Lead the product management meeting with cross functional teams; IT, BI, Finance and Operations on review, implementation and setup compliance of products and prices in the ticketing system Support in preparing the presentation for the product validation committee Relay insights and product/pricing requests to management on behalf of the commercial teams Continuously monitor product setup, data accuracy, report and fix discrepancies Develop SOPs for product setup and reporting classification of these products to segments Ensure that all processes are followed by the relevant stakeholders; maintain data integrity and accuracy Lead and define rules for product /promotion setup for

accuracy and reporting into the system
Related to naming Hierarchy Segmentation Revenue recognition
Carry out data reconciliations to ensure accuracy of the data
Maintain the pricing grid for all ticketing products
Maintain the product/promotional classification file for tableau reporting
Bachelor or Master's degree from a reputable university
3+ year experience in a similar role in Theme Parks, FMCG, management consulting or other relevant industry
Pricing experience
Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy
Proficient in Microsoft Excel and Tableau with experience in data visualization and analysis
Ability to work independently with minimal supervision and collaborate effectively with cross-functional teams
Strong written and verbal communication skills with the ability to present insights to management and commercial teams in a clear and concise manner.
Experience working with ticketing system is preferred
Experience with programming languages (SQL, Python)

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