

Web Analyst Job Description

Duties and Responsibilities:

- Responsible for analyzing web development and maintenance costs
- Manage budget allocation for software purchases and equipment
- Provide input into new equipment and new technologies purchase decision
- Responsible for creating presentations and reports when needed
- Be regularly updated on business results, industry standards, strategies, and best practices
- Provide support for digital platform product evolution from insights gained from analyzing online customer micro-moments or micro-interactions with digital properties
- Apply comprehensive views of online consumer behaviors through quantitative (online), and qualitative (voice of customer, usability, etc.) metrics to support product team
- Utilize current digital, customer, and market trends to identify digital product growth opportunities
- Responsible for infusing consumer knowledge in managing the digital product development lifecycle
- Responsible for developing easy-to-understand, error-free, and timely deliverables aimed at influencing website/app behavior, and increasing website conversion rate optimization
- Identify new processes to improve on the organization's current deliverables and add value to the digital platform.

Web Analyst Requirements – Skills, Knowledge, and Abilities

- Education: Applicants for the web analyst job are expected to have a Bachelor's degree in Statistics, Economics, Mathematics, or Marketing research, or an analytical related field. Having advanced degree (Master's or MBA) is an added advantage to the applicant
- Knowledge: They must be able to perform quantitative analysis on digital products or digital marketing. They also need to have a working

knowledge of web analytics tools such as IBM Digital Analytics (formerly Coremetrics), Adobe Analytics (formerly Omniture Sitecatalyst), Google Analytics, and Localytics

- It is also essential that they have experience with leading testing tools including Adobe Target, Maxymiser, Monetate, Optimizely, etc. Applicants may also be required to have some experience leveraging tag management solutions (Tealium, Adobe DTM, Ensighten, etc.) to deploy digital analytics platforms
- They may also require experience using analytics to understand digital consumer behavior and identify opportunities to accelerate growth, as well as experience using JIRA and working within Agile development environments
- Interpersonal skills: It is important that they have a natural ability to influence and lead engagement
- Statistical skills: They must be able to perform data analysis and apply knowledge of statistical concepts such as regression, significance testing, etc.
- Organizational skills: The web analyst job requires managing multiple and competing demands/projects; hence, it is important for applicants to be highly organized individuals
- Flexibility: The digital landscape is a rapidly changing one, so it is vital that applicants have good understanding of the current digital product landscape, particularly iOS and Android apps, and can readily adapt and champion for change
- Analytical skills: They require high level analytical skills and solid business acumen. This is important for them to effectively prioritize and make a distinction between required vs. nice-to-have. It is also crucial for making accurate and thoughtful decisions, as well as strategic recommendations on the basis of findings from analysis
- Detail orientation: They must pay meticulous attention to detail and consider all information required to understand and measure website performance
- Computer skills: They require advanced skills in Excel, and the ability to work with querying relational databases (SQL, etc.) to analyze large structured and unstructured datasets

- Communication skills: They require great written and oral communication skills for content writing, creating reports, and making effective presentations.