

ROLE DESCRIPTION:

WEB ANALYST

WHAT YOU DO

You contribute to digital profitable growth in the region, playing a critical role in optimising the digital customer experience.

You are responsible for full funnel behavioural analysis related to website traffic, user behaviour, product performance, and sales performance across all owned digital transactional channels (.com & app).

You track key metrics, generate reports, and identify trends to make data-driven recommendations for improving website functionality, user engagement, and conversion. You collaborate with cross-functional teams to implement strategies that enhance the overall online shopping experience, such as A/B testing, all with the goal of increasing revenue and profit.

You are responsible for driving the behaviour analytics competence within the e-com team, acting as an expert user of SQL querying and extracting data from DEP.

WHO YOU ARE

You have strong analytical and technical capabilities with a solid understanding of web analytics metrics and KPIs.

You are skilled in data interpretation with an ability to translate complex data into actionable insights and recommendations.

You are familiar with eComm best practices and principles, with an understanding of the total digital eco-system.

You are a clear communicator and work collaboratively with a cross-functional team to implement data-informed strategies and tests.

HOW YOU DO IT

By acting in line with our values, having the right mindset and leadership [if applicable] you contribute to H&M's business success.

You act as an ambassador for the customer centric shift, have a growth mindset and encourage cross-functional collaboration.

You promote a positive and open environment where opinions, views and ideas are shared, proactively bring innovative ideas and explore growth opportunities.

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it.

WHAT YOU DO

Your responsibilities

Add/remove/change main areas of responsibilities and explain major tasks in a couple of bullet points

Insights & Analytics <i>Extract and synthesis of analysis to clear recommendations</i>	<ul style="list-style-type: none">Responsible for full funnel web analytics per market and sales market, across all owned digital transactional channels (.com & app).Collect and analyze website performance data, including traffic, conversion rates, bounce rates, and user behavior to monitor trends and identify areas for improvement.Generate regular reports and dashboards, summarizing key findings and presenting actionable insights to the regional digital team and other stakeholders.Support in planning and execution and drive evaluation of A/B and multivariate testing to evaluate the impact of changes to the website, helping to optimize features, content, and user pathways for maximum conversions.Perform customer segmentation and cohort analysis to understand the behavior and preferences of different customer groups, including product performance and customer experience.Utilize SEO analytics and tracking of organic search traffic growth to highlight opportunities to enhance the visibility of the website on search engines and optimize keyword performance.Implement tagging and tracking solutions to ensure accurate data collection and maintain data integrity across various digital platforms and channels.Stay up-to-date with industry trends and emerging technologies in web analytics and e-commerce to continually refine strategies and maintain a competitive edge.
Collaboration <i>Enable cross teams from an insight perspective and ensure new web insight tool utilization.</i>	<ul style="list-style-type: none">Expert user for SQL and Data Enablement Platform; point of contact for the global teams and regional Digital team during data transformation and leads upskilling of regional Digital team.Collaborate with the Customer Activation & Marketing team in tracking the effectiveness of online advertising campaigns, including click-through rates, conversion attribution, and return on ad spend (ROAS).Work closely with E-Com Leads in monitoring daily performance of product listings and categories, recommending executional adjustments to improve sales and inventory management.Work closely with Experience Leads in understanding customer behavior onsite and identifying actions and test hypothesis, and evaluating results to draw learning and new best practices.Supports Regional Digital team in cross-channel testing, targeting and evaluation.

Commented [SL(CL1)]: @Haryd Joakim (H&M CX&Sales: Digital Experience & Commercial) @Melin Nidas (H&M CX&Sales: Customer Activation) two questions here in red - do we see the web analyst supporting or conducting with AB tests? Do they need to be involved in tagging solutions?

Commented [MN(CCA2R1)]: What is your opinion on this ? My suggestions is that they support in ab tests. We could also come parts if we are unsure.

Commented [SL(CL3R1)]: @Melin Nidas (H&M CX&Sales: Customer Activation) adjusted such that the Experience Leads execute the tests; Web Analysts support. Also included in the Experience Lead description

WHO YOU ARE

Your knowledge

Knowledge = education, skills, experience

Education	<ul style="list-style-type: none">• Bachelor’s degree in related field such as Business, Marketing, Data Science, Statistics, Economics, or a relevant discipline.• Some individuals may hold a Master's in Business Analytics, Data Science, Marketing Analytics, or a similar field, which can provide a deeper understanding of advanced analytical techniques.• Specialized training or certification in web analytics tools and methodologies, such as Google Analytics or SQL certification, can be an asset.
Skills	<ul style="list-style-type: none">• Strong analytical and quantitative skills to interpret data, identify patterns, and derive actionable insights.• Proficiency in data analysis tools and platforms, including Google Analytics, Adobe Analytics, or similar analytics software.• Advanced Excel skills, Power BI, or similar for data manipulation and reporting.• Knowledge of A/B testing methodologies and experience in conducting experiments to optimize website elements.• Familiarity with web technologies and tracking implementations, including tagging, pixels, and cookies.• Excellent communication and presentation skills to convey complex data findings to diverse stakeholders.• Business acumen and a deep understanding of e-commerce trends, digital marketing strategies, and user experience principles.• Adaptability to stay updated with evolving industry best practices and emerging analytics tools and techniques.• Proactive, curious and innovative approach to problem solving with a constant improvement mindset.• Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration
Experience	<ul style="list-style-type: none">• 3 to 5 years experience in web analytics, preferably within eCommerce or fashion retail, demonstrating track record of value creating improvements

	<ul style="list-style-type: none">• Proven history of using data-driven insights to inform decision-making and optimize online customer experiences.• Experience in managing and executing A/B testing and experimentation programs• Experience working in Google Analytics, Tableau and Power BI• Expertise in SQL; experience working in cloud-based data platforms• Experience collaborating with cross-functional teams across digital / eComm and marketing
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HOW YOU DO IT

Your behaviours: living the values, growth mindset, leadership (if applicable)

No matter what your role may be at H&M – WHAT you do is as important as HOW you do it. This part applies to all roles at H&M and should not be edited.

Our Values	Values in action
<p>All colleagues within H&M Group share the same values.</p> <p>They express how we create meaningful growth together – with our customers at heart and the mindset Everyone is a leader.</p>	<p>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&M Group to perform a task successfully regardless of role. See below.</p>
<ul style="list-style-type: none">• We are one team• We believe in people• We are entrepreneurs• We make constant improvement• We are cost conscious• We are straight forward and open minded• We keep it simple	<ul style="list-style-type: none">• Collaboration (e.g., the ability to be collaborative, inclusive, engaging)• Empowerment (e.g., the ability to be empowering, trusting, listening)• Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)• Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)• Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)• Honesty (e.g., the ability to be open-minded, sincere, self-aware)• Clarity (e.g., the ability to be clear, efficient, effective) <p><i>[Turn to the overview of Values in action here for more detailed examples of how the key behaviours/competences can be expressed]</i></p>

OUR VALUES are the starting point for how we act. They form a red thread throughout the competences needed in your role.

