

## ROLE DESCRIPTION: COMMERCIAL BUSINESS ANALYST

### WHAT YOU DO

You are responsible for driving the strategic insight work and analysis of merchandising through advanced data, customer and consumer insights in regards to the product.

You will independently be able to set the scope and initiate analysis depending on the need of the merchandising organization, demonstrate leadership, analytical prowess, and a deep understanding of industry trends.

### WHO YOU ARE

You have a deep interest in retail analytics, inventory optimization, and merchandising strategy development.

You are customer and sales-driven professional with a strong commercial awareness and salesmanship. You have a strategic mindset with an analytical backbone.

You thrive working in a fast pace and agile environment, executing the regional commercial agenda for your markets.

You are a strong team-player and foster collaboration across channels, roles and functions and inspires stakeholders to buy in to the learnings from the insights to enhance engagement and execution level.

### HOW YOU DO IT

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

You have a growth mindset and encourage cross-functional collaboration where your colleagues' success is equally to yours.

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

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| <b>Analytics, insights and pricing:</b>              | <ul style="list-style-type: none"><li>• Conduct in-depth analysis of sales trends, customer behavior, and market dynamics to identify growth opportunities and areas for improvement.</li><li>• Utilize statistical models and forecasting techniques to drive data-driven decision-making.</li><li>• Stay abreast of industry trends, competitor product strategies, and emerging technologies to challenge current plans and maintain competitive advantage.</li><li>• Support executional excellence by supporting with market intelligence in how to position, activate and optimize the product offer and activation of the product.</li><li>• Analyze (&amp; align with Customer activation) SEO insights to support the SEO with our assortment strategy in close collaboration with the omni merchandising managers / Ecommerce Lead.</li><li>• Drive insights and support the assortment strategy for all our channels; retail, digital and market places.</li><li>• Work closely with other functions in the region and in global that works with insights and combine web data, customer insights and product data to improve our assortment strategy and product activations.</li></ul> |
| <b>Commercial and product insights and analysis:</b> | <ul style="list-style-type: none"><li>• Drive projects and build business cases for new product categories, sales channels and other business opportunities to support new sales and profit growth.</li><li>• Follow up on our full store (Omni, retail and Ecom) commercial initiatives and build strong cases for improvements in our discount strategy leveraging web analytics, customer insights, sales and cost data.</li><li>• Support with business case and technical analysis (e.g., selling performance at different price points and price elasticity analysis) to enable best possible commercial decision.</li><li>• Find opportunities and drive initiatives to increase our sales and profit by combining sales, customer and web analytics (customer behaviour) connected to product activation.</li></ul>   |

# WHO YOU ARE

## Your knowledge

Knowledge = education, skills, experience

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| <b>Education</b><br><i>list relevant formal education, e.g. university degree (or equivalent) and/or other trainings, professional courses and certifications which are relevant for the role</i>   | <ul style="list-style-type: none"><li>● University degree, preferably in Business, Economics/Finance or similar</li></ul>   |
| <b>Skills</b><br><i>list the most important skills needed to perform the job.<br/>Skill is defined as ability to use knowledge in execution and performance. Skills can, but don't have to be related to formal education, e.g. accounting skills, digital marketing, stakeholder management, communication skills.</i> | <ul style="list-style-type: none"><li>● Sales-driven and have a strong commercial awareness and salesmanship</li><li>● Strong in driving commercial product excellence</li><li>● Analytical to follow up and estimate performance</li><li>● Understanding of products, stock- and product lifecycle-management</li><li>● Good skills in MS Office, especially in Excel and PowerPoint</li><li>● Able to work independently and be self-motivated while still working within a team environment and fostering a strong team collaboration</li><li>● Flexibility and adaptable to change, a strategic mindset</li><li>● Collaborative, with excellent communication and presentation skills</li><li>● Fluent written and spoken English</li></ul> |
| <b>Experience</b><br><i>list relevant previous work related (and private if applicable) experience that could be beneficial for the role</i>  | <ul style="list-style-type: none"><li>● 1-3 years of experience within merchandising, inventory optimization or supply and demand planning</li><li>● Proven leadership capabilities</li><li>● Strong digital knowledge</li><li>● Previous experience in executing commercial plan</li><li>● Previous experience in and post season stock management</li><li>● Knowledge in operational best practices and routines for digital</li><li>● Knowledge in operating merchandising systems, tools, methods</li></ul>   |



# 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.

| <p><b>Our Values</b></p> <p>All colleagues within H&amp;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><b>Values in action</b></p> <p>Our values are put into action through their key behaviours/competences, that guide all colleagues across H&amp;M Group to perform a task successfully regardless of role. See below.</p>  |
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| <ul style="list-style-type: none"> <li>• We are one team</li> <li>• We believe in people</li> <li>• We are entrepreneurs</li> <li>• We make constant improvement</li> <li>• We are cost conscious</li> <li>• We are straight forward and open minded</li> <li>• We keep it simple</li> </ul> | <ul style="list-style-type: none"> <li>• Collaboration (e.g., the ability to be collaborative, inclusive, engaging)</li> <li>• Empowerment (e.g., the ability to be empowering, trusting, listening)</li> <li>• Innovation (e.g., the ability to be innovative, risk-tolerant, flexible)</li> <li>• Improvement (e.g., the ability to be action oriented, taking ownership, willing to learn)</li> <li>• Resourcefulness (e.g., the ability to be resourceful, responsible, proactive)</li> <li>• Honesty (e.g., the ability to be open-minded, sincere, self-aware)</li> <li>• Clarity (e.g., the ability to be clear, efficient, effective)</li> </ul>     |
| <p><b>Growth mindset</b></p> <p>(also called the agile mindset)</p>  | <ul style="list-style-type: none"> <li>• Positive attitude to change / embrace challenges / persevere in the face of failure</li> <li>• Desire to learn / putting effort to build new skills / learn from mistakes / ask for feedback and learn from it</li> <li>• Find inspiration in success of others</li> </ul>  |
| <p><b>Leadership</b></p> <p>(if applicable)</p>  | <ol style="list-style-type: none"> <li>1) has a holistic mindset and focuses on the success of the whole company and not only on the success of the own business</li> <li>2) proactively involves and co-creates with different stakeholders and truly believes that diversity increases the quality of decisions</li> <li>3) questions established “truths” to break new ground</li> <li>4) is solid and stays calm and true to him/herself even under great stress and high pressure</li> <li>5) is visionary and co-creates innovative and inspiring visions</li> <li>6) passionately engages and empowers others to turn visions into reality</li> </ol> |

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|  | <p>7) has an authentic and influential leadership presence</p> <p>8) moves ideas into execution even under challenging circumstances.</p> <p>9) is highly curious and genuinely interested in learning from diverse viewpoints</p> |
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