Data Marketing Analyst - PFE Internship

About:

Winshot simplifies and streamlines field team management and in-store data collection for brands and retailers.

We have built a fast, intuitive, and automated mobile-first SaaS platform to help business owners and sales directors improve retail store execution and increase field team engagement allowing them to refocus on what really matters: boost their in-store operational excellence that increases sales.

Through Winshot, top management can, in clicks, set-up and launch action plans, surveys, and tasks directly to field teams to be followed during their store visits, and in return, receives full reports and analytics for real-time decision making.

To build such a solution, we have used the latest technology, and thanks to our technical expertise, we were able to develop innovative algorithms that provide performance scoring for every single retail store in the distribution network, and today we continue to add new features.

We have set ourselves a mission to support the digital transformation in the retail industry through our ever-growing range of product features and services.

Since we launched our platform, in march 2020, we've managed to gain the trust of Orange Tunisia and Cosmitto coffee.

Job Description:

Your missions:

Within the founder's team, your mission is to help Winshot setup marketing analysis methodology to detect new opportunities to grow across Tunisia and gain efficiency and speed, with a particular focus on business intelligence, analytics, and strategy.

As a data marketing analyst Intern you will have several areas of focus:

-Conduct a market Analysis and help to define a sales strategy that increases customer acquisition.

-Learn marketing automation, operations, and leads lifecycle best practices.

-Follow-up and data analysis of the marketing channels: crm, seo/sem, social, app, affiliation..

-Follow-up and data analysis of the marketing kpis: cohorts, conversion rate, CAC, CLV...

-Collaborate with the marketing team to detect main opportunities to improve the marketing efficiency in order to grow more and better.

-Explore innovative customer acquisition channels.

-Build reports, dashboards and scorecards using a variety of tools.

-Ad hoc reporting and data quality follow-up.

Preferred experience:

We are meant to work together if…

-You are fluent in French and English.

-You want to learn Growth next to talented team members.

-You have a strong analytical skills (Python, SQL, Excel)

-You have an affinity for numbers: creating spreadsheets models is something you love.

-You have an ownership mind-set, and you take on every challenge with responsibility until we find the solution.

-You have the capability to collaborate with a team, and to share achievements, failures, successes and solving problems together.

-You are organized, structured, autonomous, and you are not afraid of trying new ways of doing things.

What we offer:

-Friendly and inclusive workplace culture.

-6 months paid internship.

-Possibility of a contract of unlimited duration (CDI).

-Great coffee, fruits, snacks.

-Office space in Tunis downtown (Lafayette).

Why you should apply at Winshot:

Our product is great. Our market is huge. We're growing like crazy and need great people to join the **marketing, sales, and technical** team and get it done. We're looking for rock stars young professionals who can come in, learn fast, grow quickly, and drive results.

Want to know more about Winshot ?

https://www.youtube.com/watch?v=vNPq5dfboWQ&t=217s