Product Analyst

Job description

Adikteev is the leading app retargeting solution that helps performance-driven marketers target and engage their app audiences. Combining science and creativity, Adikteev delivers measurable results that increase user LTV and fuel business growth.

Founded in 2012, Adikteev has worked with leading app companies like eBay, Nexon and Yelp to retain their loyal users and boost incremental revenue. A leading advertising technology company, Adikteev has been recognized as #10 among Inc Magazine's Top 5000 fastest growing companies and #2 in global retargeting, of the AppsFlyer Performance Index. Its team of 60 people is based in Paris, NYC and San Francisco

Adikteev is now looking for a talented **Product Analyst** to join its international team in Paris.

Responsibilites

- Quantify the business opportunity behind product evolutions proposed by the company
- Support the Product team leadership in selecting and ordering projects in the backlog based on the expected return on investment
- Define KPIs of success for new projects going to development in partnership with Product Owners and Technical Leads, setup associated measurement dashboards
- Present project reviews to company stakeholders to communicate the impact on business metrics of features recently rolled out
- Follow the progress of global product KPIs and recommend actions to better measure the efficiency of Adikteev offer
- Own the analytics toolset plugged in Adikteev platform, leverage those measurable insights to assist Product Owners in defining solutions to user needs

Requirements

Skills:

- **Intelligence** - Learns quickly. Demonstrates ability to quickly and proficiently understand and absorb new information
- **Analytical skills** - Able to query, structure and process qualitative or quantitative data and draw insightful conclusions from it. Proficiency with SQL is required

- **Communication** - Speaks and writes clearly and articulately without being overly verbose or talkative. Able to build relationships with stakeholders of all levels
- Teamwork - Reaches out to peers and cooperates with supervisors to establish a collaborative working relationship and to achieve company objectives together
- **Proactivity** - Acts without being told what to do. Brings new ideas to the company
- Attention to detail - Does not let important details slip through the cracks
- **Fluent English written and spoken** (French is a plus)

Qualifications:
- Masters degree or equivalent self-education, preferably in Engineering or Computer Science
- Previous experience using data analytics tools for business reporting or strategy consulting
- Knowledge of adtech / performance marketing platforms is a plus
- Knowledge of product analytics tools (Google Analytics, Amplitude, etc.) is a plus