



BI Analyst/Data Scientist (m/w/d) Wien

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Founded in 2012, wikifolio.com is a dynamic and rapidly growing FinTech in Vienna and the best-known company for B2C investments in German-speaking countries.

We believe that everybody should be able to invest successfully in the capital markets – regardless of whether you have €100 or €100,000 to invest. We stand for the democratisation of the investment market and put our users at the centre of our focus.

As a BI Analyst for Product & Marketing, you will play a critical role in driving data-driven decision-making across our product and marketing departments. You will be responsible for developing key performance indicators (KPIs), creating comprehensive reports, and providing actionable insights that will help shape our marketing strategies and enhance website usage.

Key Responsibilities:

- **Develop KPIs:** Design and implement key performance indicators that align with business objectives to measure and optimize marketing campaign effectiveness and product performance.
- **Create Reports:** Build and maintain dashboards and reports that provide real-time insights into website analytics, marketing performance, and product metrics using tools like Tableau, Power BI, or similar.
- **Data Analysis:** Conduct in-depth analysis of marketing campaigns, customer behavior, and website performance to identify trends, patterns, and opportunities for improvement.
- **Insight Generation:** Translate complex data sets into actionable insights and recommendations for product and marketing teams, focusing on optimizing user engagement and marketing ROI.
- **Collaboration:** Work closely with cross-functional teams, including product managers, marketing strategists, and software developers, to ensure data accuracy and relevance.
- **Continuous Improvement:** Stay up-to-date with industry trends and best practices in BI and analytics, and propose new ways to leverage data for business growth.

Requirements:

- **Education:** Bachelor's degree in Data Science, Business Analytics, Finance, or a related field. Master's degree preferred.
- **Experience:** Minimum of 3 years of experience in business intelligence, data analysis, or a similar role, with a focus on marketing and product analytics.
- **Technical Skills:** Proficiency in data visualization tools (e.g., Tableau, Power BI), SQL, and advanced Excel. Experience with Google Analytics and CRM platforms is a plus.

- › **Analytical Skills:** Strong analytical mindset with the ability to interpret complex data sets and provide actionable insights.
- › **Communication Skills:** Excellent verbal and written communication skills with the ability to present findings to non-technical stakeholders.
- › **Problem-Solving:** Creative problem solver with a keen eye for detail and a proactive approach to identifying business opportunities.
- › **Language Skills:** Excellent communication skills in German and Englisch

What you can expect



Team-oriented work environment



Young, dynamic and distinguished colleagues



State-of-the-art technology



Home-Office



Exciting team events



Free coffee



Flexible working hours



Great transportation connection

At wikifolio.com an exciting job environment awaits you in a dynamic, constantly growing and multiple award-winning fintech. Experimenting, failing early, learning and continuing is our motto. An innovative working world with opportunities for professional development is our goal. Expect real work-life balance as well. Become part of our team – we live by our values transparency, fairness, ambition, sustainability and joy and make investing available for everyone.

The minimum monthly salary for this position is €3,724 gross, in accordance with the IT-collective agreement, however the salary we offer will be adjusted in line with the successful candidate's qualifications and experience.

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