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Swiggy Hiring In Jobs – Jobs Search – Marketing Analyst In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
January 26, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 24

APPLY NOW

Qualifications

12th Pass/Graduate

Employment Type

Full-time

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Description

Swiggy Hiring In Jobs

As a Marketing Analyst at Swiggy, you'll be a data-driven storyteller, uncovering hidden insights and translating them into actionable strategies. You'll work closely with marketing teams to analyze campaign performance, measure customer engagement, and optimize user journeys. Your passion for numbers will be matched by your creativity in crafting compelling narratives that fuel growth and shape customer experiences.

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Swiggy Jobs Near Me

Responsibilities:

- **Analyze marketing campaign data:** Dig deep into metrics like impressions, clicks, conversions, and customer lifetime value to assess campaign effectiveness and identify areas for improvement.
- **Develop and implement reporting dashboards:** Create insightful and visually appealing dashboards that provide real-time insights into campaign performance and user behavior.
- **Contribute to data-driven decision making:** Partner with marketing teams to translate insights into actionable recommendations and optimize campaigns for maximum impact.
- **Conduct market research and competitor analysis:** Keep a pulse on industry trends, analyze competitor strategies, and identify potential

opportunities for Swiggy.

- **Support A/B testing and experimentation:** Design and implement A/B tests to optimize marketing initiatives and drive continuous improvement.

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Swiggy Careers

Skills & Qualifications:

- Bachelor's degree in Marketing, Statistics, Economics, or a related field.
- Strong analytical skills with experience in data analysis tools like Excel, SQL, and Tableau.
- Excellent communication and written/verbal presentation skills.
- Passion for storytelling and using data to drive insights.
- Ability to work independently and as part of a cross-functional team.

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