

Join Matas Group as Commercial Analytics Lead, Digital & E-commerce

Become the analyst who goes beyond reporting – challenging and activating the business, and translating data into commercial decisions at Matas Group

Build how data drives growth and decisions

Matas Group is building a new in-house analytics function with the ambition to take how we use data to the next level across e-commerce, marketing, product design, and commercial decision-making. We are looking for a Commercial Analytics Lead to play a key role in making data a true driver of growth and business performance.

About the role

This is a business-facing analytics role where your primary responsibility is not reporting, but ensuring that data leads to better decisions and measurable growth. You will act as a proactive commercial counterpart, identifying opportunities in data before they become requests and translating insights into actions across product design, e-commerce, marketing, and leadership. At the same time, you will help build a scalable analytics setup and contribute to embedding AI-driven ways of working across the organisation.

Your responsibilities

You will drive commercial impact by identifying growth opportunities and risks across traffic, conversion, and customer behaviour, and by delivering proactive analyses to senior stakeholders. You will also support business development initiatives by identifying new opportunities and quantifying business cases through data.

A central part of the role is to support a structured conversion rate optimization (CRO) program in close collaboration with Product Design. This includes developing hypotheses, supporting experimentation, and continuously optimising the customer journey while ensuring that learnings are captured and scaled across teams.

You will act as a key analytical partner to Product Design, Sales and Marketing, enabling teams to work more independently with data through scalable frameworks, templates, and self-service solutions.

In addition, you will create structure and focus by defining KPI frameworks and measurement standards, co-owning core dashboards with the Analytics Engineer, and prioritising incoming analytics requests.

Finally, you will drive cross-platform insights by analysing behaviour across web and app journeys, including native app usage, webviews, and cross-device flows, to build a unified understanding of customer behaviour.

What success looks like

Success in this role means that data is actively used in decision-making across the organisation. Furthermore, a structured analytics program is in place and delivers measurable impact, while self-service and data adoption increase across teams. Prioritisation is clear, ways of working are scalable, and there is a unified understanding of customer behaviour across platforms.

Your profile

You bring 5+ years of experience from analytics, e-commerce, or digital marketing, combined with strong business understanding and stakeholder partnering skills. You are able to translate data into actionable insights and are comfortable working with tools such as GA4, Looker Studio, and BigQuery. You understand the fundamental differences between web and app tracking, including identifiers, attribution models, and privacy constraints, and you may also have experience with MMP tools such as AppsFlyer or Adjust.

As a person, you are confident and impactful, with a strong ability to communicate and translate the use of data into clear business value. You enable the business by making data accessible and actionable, while remaining attentive and listening to stakeholder needs. With a high level of attention to detail, you combine analytical depth with the ability to convey complex insights in a clear and compelling way.

AI expectations

You actively use AI to automate analyses, accelerate insight generation, and structure and communicate findings. Beyond that, you contribute to building an AI-enabled analytics setup and help define how AI is embedded in workflows across sales, marketing, product, and commercial teams.

Join us and drive high impact in analytics and AI

This is a newly established role with high impact on the position and the business methods of data analytics. As part of the analytics team, you will work closely with the e-commerce leadership team and become part of a real AI and analytics transformation, influencing how AI is embedded in the business.

At Matas Group, our purpose is ...for beautiful lives, being your true companion throughout all stages of life. We are guided by our 3 core values: Results, Relations, &You and you'll find that you are welcomed as the person you are, supporting you on your personal and professional journey and together we create the best place to grow. Your day-to-day benefits include:

- Flexible working hours with the possibility of working from home or from our office in

Copenhagen.

- A culture based on collaboration, an open mindset and the willingness to challenge status quo.
- Opportunities for professional and personal development.