

Join Matas Group as Analytics Engineer – Digital & E-commerce

Own the technical analytics foundation for one of Denmark's largest e-commerce players and ensure accurate, well-documented, and accessible data at Matas Group

Scale the technical analytics foundation

Matas Group is building a new in-house analytics function with the ambition to elevate how data is used across e-commerce, marketing, product, and commercial decision-making. We are looking for an Analytics Engineer to play a key role in scaling the technical foundation behind it.

About the role

You will be responsible for strengthening and evolving the current analytics setup across web and app. This includes improving data quality, structuring data in BigQuery, coordinating tracking, and ensuring that documentation and governance are in place.

Your responsibilities

You will own the data foundation by developing and maintaining BigQuery data models and ensuring data quality across web, native app tracking in Firebase, and hybrid setups including webviews. You will also build and maintain dashboards in Looker Studio and support integrations across systems.

Within tracking and app analytics, you will own and evolve the app tracking setup, and ensure consistent tracking across platforms. You will also work with attribution challenges, including iOS-related limitations and MMP setups.

A key part of the role is documentation and governance. You will document data models, tracking setups, and dashboards, define standards for data and reporting, ensure access control, and support the transition from external partners to a more in-house setup.

What success looks like

Success in this role means that data is reliable and consistent across platforms, data models are scalable and well-structured, and documentation and governance are clearly defined.

We expect you to gain strong ownership of the data foundation and to actively foster strong collaboration across development, SEO, AI, and analytics teams, resulting in consistent data, robust tracking, and seamless integration across platforms and data sources.

Your profile

You have 3+ years of experience in analytics or data engineering and strong skills in SQL and BigQuery. You bring solid experience with GA4 and tracking setups, as well as hands-on experience with Firebase and app analytics. Experience with hybrid setups such as webviews is an advantage, as is familiarity with MMP tools (AppsFlyer, Adjust or similar).

As a person, you thrive in the intersection of technical complexity and business needs. You bring a structured, analytical mindset and a strong sense of ownership, enabling you to translate data into reliable, well-modeled assets that the business can trust.

AI expectations

You actively use AI in your technical work to write and optimise SQL, debug more efficiently, document setups, and automate repetitive tasks.

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.