



Sales Analyst

Starting date: July 2024

ABOUT US

Reflaunt's mission is to build a world of positive consumption by bridging luxury brands with secondhand marketplaces so they can implement efficient circular models and empower consumers to see fashion's long-lasting value.

Our technology empowers brands/retailers to implement a scalable and efficient circular consumption model within their existing activities, driving revenue, new customer acquisition and retention.

In a nutshell, Reflaunt encompasses a plug-in that allows retailers' customers to resell, donate or recycle their past purchases in a click onto a network of marketplaces across the world. Reflaunt's circular model built on block-chain addresses the critical issue of sustainability and counterfeit while providing financial benefits to fashion brands and retailers.

Reflaunt's team is split between Singapore, London and Lisbon. The 5 year old company is backed by key strategic investors such as the CEO of Balenciaga, European based Venture Capital, impact incubators including Fashion for good or the Mills Fabrica. The company counts a dozen of employees and has been founded by entrepreneurs with over 10 years of experience in software, marketplaces, fashion and luxury E-commerce.

JOB DESCRIPTION

As a Sales Analyst at Reflaunt, you will play a crucial role in driving sales performance and strategic decision-making through data analysis and insights. You will collaborate closely with the sales and brand partnership teams to optimize revenue generation and enhance supply acquisition and pricing.

RESPONSIBILITIES

- **Data Analysis:** Collect, analyze, and interpret sales data from various sources to identify trends, patterns, and opportunities for optimization.
- **Sales Performance Monitoring:** Monitor key sales metrics and KPIs, such as revenue, conversion rates, customer acquisition costs, and customer lifetime value.
- **Forecasting and Planning:** Utilize historical data and market trends to develop accurate sales forecasts and assist in setting sales targets.
- **Reporting:** Prepare regular reports and presentations for stakeholders, summarizing sales performance, insights, and recommendations.
- **Market Research:** Conduct market research to identify new opportunities, competitive landscape analysis, and consumer behavior insights.
- **Sales Strategy Support:** Provide analytical support to the sales and marketing teams in developing and implementing sales strategies, pricing strategies, and promotional campaigns.
- **Process Improvement:** Continuously evaluate and improve sales processes and methodologies to enhance efficiency and effectiveness.
- **Cross-functional Collaboration:** Collaborate with cross-functional teams, including brand partnership, product development, and finance, to align sales efforts with overall business objectives.

REQUIREMENTS

- Bachelor's degree in Business Administration, Economics, Statistics, or related field. Master's degree preferred;
- Proven experience as a sales analyst or similar role, preferably in the retail or e-commerce industry;
- Strong analytical skills with proficiency in data analysis tools such as Excel, SQL, and BI tools;
- Experience with CRM systems (e.g., Salesforce) and sales analytics platforms is a plus;
- Excellent communication and presentation skills, with the ability to translate complex data into actionable insights;
- Detail-oriented with strong problem-solving abilities;
- Ability to work independently and collaboratively in a fast-paced environment;
- Fluency in English, with excellent verbal and written communication skills;
- Proactive, energetic attitude with a passion for e-commerce, retail and fashion;
- Affinity with e-commerce platforms and applications and understanding of their business models;
- Eagerness to be an active part of the team, and ability to take ownership;
- Academic, volunteering, or previous internship experiences related to Retail, E-Commerce, Technology, Project Management or Business Development are a plus (please include in your CV);