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JAC Recruitment Thailand

## PR/117817 | Data Analyst Lead

### Job Information

**Recruiter**

JAC Recruitment Thailand

**Job ID**

1554657

**Industry**

IT Consulting

**Job Type**

Permanent Full-time

**Location**

Thailand

**Salary**

Negotiable, based on experience

**Refreshed**

August 12th, 2025 10:22

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

### Job Description

We are looking for a highly analytical and experienced individual to lead the data analytics function within our marketing team. This position is ideal for someone who enjoys working with numbers, spotting patterns, and uncovering opportunities that drive business growth. You will play a key role in shaping how data is collected, analyzed, and used to guide decisions across marketing, sales, and revenue operations.

### Responsibilities

- Take full responsibility for managing marketing and sales data from collection and validation through to reporting, analysis, and strategic insight generation
- Design and maintain clear and informative dashboards and reports that support functions including demand generation, content strategy, and customer success
- Ensure that all systems involved in tracking marketing and sales performance remain consistent and accurate, including CRM, web analytics, attribution platforms, and data warehouses
- Build and optimize data integration workflows using APIs, scraping methods, and automation platforms with minimal coding when appropriate
- Analyze user behavior, campaign results, and customer journey stages to identify opportunities for improving

engagement and conversion

- Present findings in a way that is easy for non-technical stakeholders to understand and apply to business strategy
- Spot meaningful trends across marketing performance data and provide suggestions that align with business goals

Qualification:

- 5+ years of experience in a business intelligence or analytics role with a strong focus on marketing, preferably in a B2B SaaS, E-commerce, or financial technology setting
  - Excellent knowledge of key marketing and customer metrics including customer acquisition cost and lifetime value, as well as customer segmentation and funnel performance analysis
  - Hands-on skills in writing queries and analyzing data using tools like SQL and Python
  - Familiarity with cloud-based data solutions such as Amazon Redshift or Google BigQuery
  - Comfortable working with data workflows and infrastructure including pipelines, storage, and transformation methods
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- Strong ability to build compelling data visualizations and use tools such as Metabase, Tableau, or similar solutions
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- Bachelor's degree or higher in a field such as statistics, computer science, economics, or applied mathematics
  - Strong organizational and communication skills with the ability to work across multiple teams and deadlines

Interested candidate, please submit your most recent resume in English by simply clicking "APPLY NOW"

JAC Recruitment Ltd.

10F, Emporium Tower, 622, Soi 24, Sukhumvit Road, Klongton, Klongtoey, Bangkok 10110

#LI-JACTH

#citybangkok

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## Company Description