



PR/097360 | Sales Data Analytics & Strategy Lead - Retail F&B

Job Information

Recruiter

JAC Recruitment Singapore

Job ID

1602413

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

August 25th, 2026 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Sales Data Analytics & Strategy Lead - Retail F&B

Location: Singapore

Your New Company A fast-growing food & beverage brand with a strong retail footprint is seeking a commercially driven professional to lead menu performance and growth initiatives. As the business continues to evolve, the company is looking for someone who can leverage customer insights, sales data, and market trends to optimize menu offerings, improve profitability, and drive sustainable revenue growth.

Your New Role As a Menu Sales Analytics & Strategy Lead, you will play a pivotal role in driving menu performance through data-driven decision-making. You will analyze sales trends, customer preferences, and menu profitability to identify

opportunities for growth, optimize menu architecture, and recommend promotional strategies that enhance both customer value and business performance.

This is a highly cross-functional role that works closely with Marketing, Operations, Product Development, Supply Chain, and senior management to bring commercial insights into actionable business strategies. **Key Responsibilities**

1. Menu Performance & Commercial Analytics

- Analyze menu sales performance, product mix, contribution margins, and profitability to identify growth opportunities.
- Monitor and evaluate item-level performance across the menu lifecycle.
- Conduct post-launch reviews to assess the effectiveness of new menu items and promotions.
- Translate sales and operational data into actionable recommendations for revenue and margin improvement.

2. Menu Strategy & Optimization

- Develop recommendations on menu structure, product placement, pricing, and promotional strategies.
- Identify opportunities to improve sales performance through bundling, upselling, value meals, and limited-time promotions.
- Support menu engineering initiatives aimed at maximizing profitability and customer appeal.
- Ensure menu offerings remain aligned with consumer preferences and commercial objectives.

3. Cross-Functional Collaboration

- Partner with Marketing, Product Development, Operations, and Supply Chain teams to support menu launches and enhancements.
- Provide commercial insights to support decision-making on promotions, pricing, and product innovation.
- Ensure recommendations balance customer demand, operational feasibility, and business performance.

4. Market & Consumer Insights

- Monitor industry trends, competitor activity, and consumer behavior to identify emerging opportunities.
- Conduct market and competitive analysis to strengthen menu relevance and competitiveness.
- Gather insights from customer feedback and sales trends to support product and marketing strategies.

5. Reporting & Performance Monitoring

- Develop dashboards and reports to track menu performance, category trends, and sales effectiveness.
- Present findings and recommendations to key stakeholders and management teams.
- Establish KPI frameworks to monitor menu productivity and promotional success.

Qualifications

- Minimum 3–5 years of experience in category management, menu planning, menu analytics, product marketing, merchandise planning, trade marketing, or a related commercial role.
- Strong analytical mindset with the ability to translate data into business recommendations.
- Experience working within F&B, retail, FMCG, foodservice, or consumer-facing industries is highly preferred.
- Advanced proficiency in Excel; experience with Power BI, Tableau, or similar analytics tools is advantageous.

- Strong understanding of pricing, promotions, assortment planning, and sales performance metrics.
- Excellent stakeholder management and communication skills.
- Comfortable working in a fast-paced, cross-functional environment.
- Commercially driven with a strong focus on revenue growth and profitability improvement.

Ready to Take the Next Step?

Interested applicants, please click [APPLY NOW](#) for a confidential chat.

Do note that we will only be in touch if your application is shortlisted.

Chen Pinru
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EA Personnel: R25130085

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#countrysingapore

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Company Description