

Manager, Customer Insights & Analytics | Retail | QVC | Hybrid

TVショッピング事業★顧客データ分析と事業戦略をリードするマネジメントポジション

Job Information

Hiring Company
QVC Japan, Inc.

Job ID
1624137

Division
Analytics & Operations

Industry
Other (Distribution, Retail, Logistics)

Company Type
Large Company (more than 300 employees) - International Company

Job Type
Permanent Full-time

Location
Chiba Prefecture, Sakura-shi

Salary
11 million yen ~ 12 million yen

Work Hours
In accordance with company regulations

Holidays
In accordance with company regulations

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November 26th, 2026 21:07

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Oversee customer, sales, and digital data analytics for the Japanese market, leading forecasting, business strategy

planning, and analytics teams
- Drive customer experience and business growth through data analytics, influencing executive decision-making and leading strategic transformation
- Lead digital transformation initiatives and strengthen organizational analytics capabilities at global company QVC Group
- Enjoy a competitive annual salary of ¥11–12 million, hybrid work with 3–4 office days per week, and comprehensive employee benefits

【Job Responsibilities】
The Manager, Consumer Insights and Analytics (CIA) leads analytics and related operations for the Japan market, providing an end-to-end view of the customer journey and digital store performance. Through customer, sales, and web analytics, forecasting, and reporting, this role supports data-driven decisions and helps improve customer acquisition, engagement, and retention.

< Key Responsibilities >
Analytics Leadership & Business Partnership

- Serve as the primary analytics leader and trusted advisor for the Japan market, acting as the "go-to" expert for analytics operations and customer insights.
- Provide an end-to-end view of the customer lifecycle and customer funnel, identifying opportunities to improve acquisition, engagement, retention, and customer value.
- Act as a strong advocate for the customer by ensuring customer-centric insights inform business decisions.
- Lead the CIA Analytics and Operations team, providing strategic direction, coaching, and development while fostering a high-performance analytical culture.
- Shape the future of customer analytics capabilities by driving continuous improvement in measurement frameworks, reporting, analytical methodologies, and business intelligence capabilities.

Planning, Forecasting & Financial Management

- Own the customer and financial forecasting, budgeting, and performance management processes for the Japan market.
- Lead sales forecasting and budget development activities in close alignment with Japan Finance Services (JP FS), Customer Insights & Analytics (CIA), and Qurate International (QI) stakeholders.
- Monitor business performance against forecasts and proactively identify risks, opportunities, and recommended corrective actions.

Insights, Reporting & Decision Support

- Ensure analytical findings, business performance results, and strategic recommendations are communicated proactively and effectively to internal stakeholders, including CIA and Digital Store teams, as well as broader business partners.
- Deliver insights through recurring business reviews, executive presentations, reporting tools, dashboards, business intelligence platforms, and other communication channels.
- Support the Digital Store Director and functional leaders in identifying emerging trends, understanding key business drivers, and developing data-driven strategies to improve business outcomes.
- Lead a team dedicated to delivering analytical, quantitative, and decision-support capabilities to the organization.

Digital Transformation & Capability Development

- Represent the Digital Store organization within CIA and actively participate in cross-functional market analytics and transformation initiatives.
- Drive and support digital transformation efforts across both large-scale strategic programs and smaller operational projects.
- Evaluate, recommend, and implement new analytical tools, technologies, and capabilities that enhance efficiency, analytical sophistication, and business impact.
- Build scalable analytical frameworks that enable efficient business execution while balancing practical business needs with data and technology considerations.
- Ensure analytical capabilities evolve to meet changing business requirements and support sustainable sales and customer growth.

■Reporting Structure：

- Reports directly to the Director, Customer Insights & Analytics and the CFO, Japan.
- Maintains a dotted-line reporting relationship to the Director, Digital Store and serves as a member of the Digital Store Leadership Team.
- Maintains a strong functional partnership with the QI Digital Store Analytics Manager.

■About us：
Working at QVC Group means joining a live social shopping company with incredible teams, ambitious projects and amazing careers. QVC Group, Inc. is a Fortune 500 company with six leading retail brands - QVC®, HSN®, Ballard Designs®, Frontgate®, Garnet Hill® and Grandin Road.

【Work Location】
Sakura Distribution Center
Address: 380 Iwatomi, Sakura-shi, Chiba, Japan
■Access: Monoi Station (JR Narita Line / Sobu Main Line)
※This role is hybrid and will require you to work from our HQ in Kaihin-Makuhari 3–4 days per week.

【Salary】
Estimated Annual Salary: ¥11,000,000–¥12,000,000

If provided, salary ranges are a general guideline only, and actual salaries will vary and are based on factors such as a candidate's qualifications, skills, experience, and geographic location as well as business and market conditions.

【Employment Type】
Permanent employee

【Working Hours】
In accordance with company regulations

【Holidays & Leave】
In accordance with company regulations

【Benefits & Welfare】

- Comprehensive social insurance coverage (health insurance, employees' pension insurance, employment insurance, and workers' compensation insurance)
- Commuting allowance: Public transportation (train fares, capped at ¥5,000 per day) or commuting by car
- E-learning programs
- Professional qualification support program
- Internal job posting system
- Defined contribution pension plan
- Regular health checkups
- Condolence and celebratory payments
- Care Family Program
- Employee discount program
- Company-certified club program (partial subsidies for activity expenses are available in accordance with company regulations)
- On-site company store
- Complimentary coffee service

Required Skills

【Qualifications】
< Required Qualifications >

- Bachelor's degree or higher in statistics, economics, mathematics, marketing research, or a related analytical field.
- At least 5 years of analytics experience in a retail environment, including a proven track record in quantitative digital marketing analytics.
- Experience using analytics to understand digital customer behavior and identify opportunities to accelerate business growth.
- Experience working in a marketing analytics environment.
- Advanced skills in PowerPoint and Excel, as well as data extraction, coding, and analysis using tools such as SAS, SQL, Python, or R.
- Intermediate-level knowledge of data configuration in cloud and/or on-premises environments.
- Strong communication and influencing skills, with experience partnering with Commercial teams and engaging stakeholders at director level and above.
- Native-level Japanese and business-level English proficiency.

< Preferred Qualifications >

- Experience in customer analytics and insights data management and operations within the retail industry.
- Experience designing and developing dashboards and data tables using Power BI and/or Tableau.
- Project management experience in analytics environment development and process design.
- Strong analytical skills, ideally including experience with statistical modeling techniques.
- A proactive, independent working style and the ability to perform effectively in a fast-paced environment.

【Key Success Measures】

- Accuracy and effectiveness of sales forecasts and business planning.
- Quality, timeliness, and business impact of analytical insights and recommendations.
- Growth in customer acquisition, engagement, retention, and lifetime value.
- Successful delivery of analytics-driven business initiatives and digital transformation projects.
- Development of team capabilities, analytical maturity, and stakeholder satisfaction.
- Alignment of business decisions with customer insights and data-driven recommendations.

Our **Total Rewards** package includes benefits you'll love such as competitive compensation, paid time off, an employee assistance program, parental leave, paid volunteer hours, and amazing company discounts! In our US market, you can also expect health care benefits starting on day 1, 401(k), and tuition reimbursement benefits.

QVC Group is committed to inclusion and belonging for all and ensuring that our workplace provides equal employment opportunities for all team members and candidates and complies with all applicable federal, state, and local laws and regulations. As an equal opportunity employer, QVC Group is committed to a barrier-free employment process. If you need reasonable accommodations/support throughout, please contact us at workwithus@qvcgrp.com for assistance.

Company Description