



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

募集職種

人材紹介会社

ジェイエイシーリクルートメントシンガポール

求人ID

1602413

業種

レストラン・フードサービス

雇用形態

正社員

勤務地

シンガポール

給与

経験考慮の上、応相談

更新日

2026年08月25日 01:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ネイティブ

日本語レベル

無し

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

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
JAC Recruitment Pte Ltd
EA License Number: 90C3026
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#countrysingapore

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会社説明