



ProCredit. We are an international group of development-oriented commercial banks for micro, small and medium enterprises (MSME) and retail banking. We are active in Southeastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success. This position is based in Frankfurt am Main at ProCredit Holding, the listed parent company of our banking group.

For our Group Retail team at ProCredit Holding in Frankfurt am Main, we are seeking a motivated

Data Analytics Specialist (m/f/d)

The Group Retail team in Frankfurt will be responsible to develop, execute and continuously monitor the implementation of the Groups and local ProCredit banks retail banking strategy, driving sustainable profitable growth in each country. The Group Retail team will conduct market research, identify and implement best practice in retail banking covering exceptional customer-centricity, excellent customer service, customer acquisition & retention and digital solution innovation. This role will be crucial in developing a targeted customer's value proposition by regularly monitoring the relevant retail banking KPIs.

Your role in our team:

- Analyze product and customer data to identify key trends and emerging opportunities
- Develop and maintain dashboards and reports to track key performance indicators (KPIs) across retail channels
- Provide actionable insights and recommendations on pricing, assortment, and promotional strategies to enhance sales performance
- Collaborate with marketing, operations, and finance teams to deliver insights that drive strategic business decisions
- Conduct customer segmentation and predictive analysis to enhance personalized marketing and communication planning
- Monitor market trends and competitor activity to keep our retail strategies competitive
- Ensure data integrity and collaborate with IT teams to maintain efficient data collection and reporting systems
- Create and support initiatives to implement and design reporting tools and processes
- Conduct ad-hoc analysis to solve specific business problems and support decision-making processes
- Assist in tracking and evaluating the performance of retail initiatives, ensuring data-driven insights are used to optimize outcomes
- Present findings to key stakeholders, translating complex data into actionable, clear recommendations

What we expect:

- A university degree in business, economics, data science, or a related field is desirable
- At least 5 years of experience in data analysis, preferably within the retail sector or related fields (e.g., e-commerce, consumer goods)
- Strong skills in data analysis tools and programming languages such as SQL, Python, and data visualization platforms like Tableau or Power BI
- Experience working with digital innovation, customer-centric strategies, and retail analytics in a digital environment
- Experience in FinTech or digital financial services desirable
- Demonstrated experience managing data-driven projects, with a keen ability to prioritize tasks, work independently, and meet deadlines
- Familiarity with retail market dynamics, consumer behaviour, and retail performance metrics. Knowledge of e-commerce, omnichannel strategies, and digital distribution channels is a plus
- Exceptional interpersonal skills, with the ability to communicate complex data insights to both technical and non-technical stakeholders
- Experience working in cross-functional teams and presenting insights to leadership
- A self-motivated, detail-oriented individual with a proactive approach to problem-solving and continuous improvement
- An excellent command of English, both written and spoken, is required. Additional language skills are a plus
- While this is primarily an office-based role, occasional travel may be required for team meetings or market analysis, including to Southeastern Europe

What you can expect

- A pleasant and open working atmosphere and an international team
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Great location in the Bockenheim district of Frankfurt am Main
- Company pension scheme
- Deutschland Ticket (country-wide transportation pass valid on regional trams, busses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

Jobs-group-retail@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com



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