



## Web Analytics Internship

The successful candidate will join Web Analytics team, within Digital Marketing yoox.com. The intern will support the following specific activities:

- Web analytics KPI monitoring and optimization
- Definition of tagging rules
- Support to A/B testing program
- Set up and management of web analytics reporting

## Requirements

The ideal candidate has a degree in economics or statistics. He or she has a passion for analyzing data especially in connection with the Web and knows how to deal with complex data structures. Other requirements include:

- Excellent analytics skills
- Good communication skills
- Interest in e-commerce and digital
- Knowledge of Google Analytics and other web performance monitoring tools is a plus
- Knowledge of SEO best practices will be considered as a plus

## Location

Bologna Area (Italy)