

Product Analyst

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Company: Taboola

Location: Tel Aviv-Yafo

Category: other-general

Curious about what it's like to work at the world's number 1 discovery platform as a **Product Analyst** ? We're glad you asked!

Taboola is looking for a **Product Analyst** who will take part in building innovative, unique products and services for our publishers.

In this role, you will lead the analytics of products in your domain of responsibility and proactively guide our business growth, based on data analysis and statistical research, to ensure development of successful products.

At Taboola, we currently work in a **hybrid work model** giving employees the flexibility to work from home a few days a week. We have offices in Ramat Gan and Beer Sheva and are looking to grow to additional locations such as Jerusalem, where our Taboolars have the opportunity to meet their teammates, connect with other teams and socialize with friends.

What are some of the things you do on a day-to-day basis?

Define and analyze A/B tests to optimize product performance and understand user behavior

Take part in product-related decisions and identify opportunities for product improvements

Research and analyze large volume data sets in order to generate useful conclusions and actionable recommendations

Develop data models and dashboards as well as find creative solutions for a variety of challenges never dealt with before.

Become the focal point for all data related matters, own and manage multiple data initiatives and projects on an on-going and an ad-hoc basis.

Work closely with R&D and Product teams, understand objectives and create products that contribute to the company's goals.

What are the skills a good Product Analyst needs to have?

BA/BS or equivalent related experience in statistics, data analysis, data mining

1+ years of analytical work experience in a data analysis / BI position, preferably in a high data-rich environment

Strong hands-on experience with SQL

Self-motivation to lead a product domain

Self learner, curious individual

Ability to multitask & work on several projects at a time

Strong communication skills and excellent English

Advantage

Experience in creating data visualizations and working with BI tools (preferably Tableau)

Python, R or any other scripting language – advantage

Statistical knowledge and experience using statistics to analyze datasets – advantage

Experience in a product analyst position or as an analyst in a product oriented team – big advantage

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