



AI-Powered E-commerce Data Analyst

We're transforming how artisanal food brands scale. Layla's Delicacies isn't just another e-commerce company - we're building the future of premium Mediterranean sweets distribution using data, AI, and a relentless focus on customer delight. Our rapid growth has created mountains of valuable data, and we need someone exceptional to turn it into our competitive advantage.

This is where you come in. We're looking for our first dedicated data analyst - someone who sees patterns where others see spreadsheets, who gets excited about using AI to solve real business problems, and who wants to be the architect of our data-driven future.

The Opportunity

You'll be the person who transforms how we make decisions. No more gut feelings or guesswork - you'll build the data infrastructure that powers smart, fast, profitable choices across every aspect of our business. This isn't about creating reports that sit in inboxes. It's about becoming the strategic partner who helps us see around corners and capitalize on opportunities before our competition even knows they exist.

What you'll do:

- **Build our AI-powered analytics engine** - implement cutting-edge tools to automate insights and predict customer behavior before it happens
- **Own our e-commerce performance metrics** - from conversion rates to customer lifetime value, you'll know our numbers better than anyone
- **Transform raw data into strategic weapons** - identify which products to launch, which customers to target, and which channels to double down on
- **Create predictive models that drive inventory decisions** - never run out of bestsellers, never get stuck with slow movers
- **Pioneer AI applications across the business** - from dynamic pricing to personalized marketing, you'll find ways to let machines do the heavy lifting
- **Collaborate with marketing to optimize every dollar** - know exactly which campaigns work and kill the ones that don't

- **Design dashboards that actually get used** - real-time insights that help everyone from customer service to the founder make better decisions
- **Spot opportunities others miss** - that weird pattern in the data? That could be our next million-dollar insight

What makes this role different: You're not joining a corporate analytics team where you're one of many. You're becoming THE data person at a fast-growing company where your insights directly shape strategy. When you identify an opportunity, we act on it. When you recommend killing an initiative based on data, we listen. This is about building something from scratch and watching it transform a business in real-time.

What We're Looking For

Must-haves:

- **Technical foundation** - proficiency in SQL, Python/R, and Excel. You can wrangle data from multiple sources without breaking a sweat
- **E-commerce understanding** - you know what metrics matter for online retail and why they matter
- **AI enthusiasm** - whether it's ChatGPT, Claude, or specialized tools, you're already experimenting with AI and see its potential
- **Statistical thinking** - you understand correlation vs causation and can design experiments that actually answer business questions
- **Communication skills** - you can explain complex findings to non-technical stakeholders without dumbing them down
- **Self-directed learning** - the tools are evolving fast, and you stay ahead of the curve
- **Business acumen** - you understand that data serves the business, not the other way around

The ideal candidate: You're someone who gets genuinely excited when you find an insight that could change everything. You don't just analyze data - you hunt for stories within it. You're early enough in your career to be hungry but experienced enough to be dangerous. Most importantly, you believe that AI isn't just hype - it's the future of how smart businesses operate, and you want to be the person who makes it happen.

What You'll Get

Cutting-edge playground: Access to the latest AI tools and platforms. We'll invest in whatever you need to do exceptional work - software, courses...

Real impact from day one: Your analyses won't gather dust. When you recommend something, it happens. You'll see your insights transform the business in real-time.

Real Growth Potential: Join a scaling business early. As we grow, high performers grow with us - in responsibility, scope, and compensation.

Learning budget: We'll fund your continuous education in data science, AI, and business strategy. Stay sharp, stay ahead.

Flexibility: Remote work from anywhere. We care about insights delivered, not hours logged.

Direct access: Work directly with the founder and leadership team. No layers, no bureaucracy - just you, the data, and the decisions that matter.

Mission that matters: Use data to bring joy to thousands of customers while building a sustainable, profitable business that values both people and performance.

Working hours: 12 PM to 8 PM Tunisia time, Monday through Friday.

Location: remote

Contract duration: permanent

Salary: depending on experience | 2,000TND / Month for fresh graduates

How to Apply

Send your resume to recruiting@laylasDelicacies.com along with a short 2-minute audio clip introducing yourself and sharing why you would be a great fit for this role.