



TITLE:	Sales Analyst
DEPARTMENT:	Sales
REPORTS TO:	General Sales Manager
LOCATION:	Richmond, CA
BENEFITS:	Yes
STATUS:	Full-time, Exempt

Position Summary

In your role as Sales Analyst you create, generate and update weekly and monthly sales performance reports. You're a natural storyteller - you look at data from key sales and syndicated data reports, mine in-market data from our rich and diverse sales team for the latest competitive and consumer news and trends, and you develop informed business insights, compelling sales stories and recommendations to the sales team.

As a supportive partner, you know that success in this role requires that you be both reactive and proactive, occasionally having to respond to ad hoc requests or requests from senior management. You recognize the sense of urgency with these requests and prioritize accordingly.

In your role as Sales Analyst, you

- Track, analyze and report on various sales metrics; monitor progress towards budget and sales goals and keep management apprised of any issues
- Meet and interact regularly with our General Manager and General Sales Manager to keep advised of business trends and opportunity analysis
- Analyze top brands' performance, highlight important up and down trends and recommend action where necessary.
- Contribute to the development of yearly case and dollar goals for sales reps and managers and maintain any adjustments throughout the year
- Audit internal goal tracking reports and other data models/reports for data integrity
- Generate analysis of sales trends, competitive activity and market intelligence to help develop sales forecasts and annual budget
- Reconcile year-end goals for sales reps, sales managers and brand manager bonus payouts
- Monitor monthly GP % and advise of any anomalies
- Interact with the Bay Area Beverage Finance Team on monthly/yearly budget updates and year-end estimates on revenues, expenses and bonus payments
- Review and evaluate sales programs proposed by supplier partners and our own sales management, making any recommendations necessary to ensure programs are successful
- Evaluate effect of promotional dollars spent and make recommendations.

- Review sales processes to help identify opportunities for improvements/efficiencies and develop consistency throughout the sales team

Skills for this position include

- Excellent math skills and analytical abilities; advanced Excel skills and strong experience utilizing Scan data (IRI or Nielsen) are required
- Strong communication skills, both written and verbal, with the ability to convey complex information to a broad audience
- Highly proficient in Microsoft Office suite
- Superior ability to prioritize and stay incredibly organized and self-motivated
- A hunger to learn new technologies
- Positive energy, with a high capacity for work
- Palpable passion, intensity and excitement for the work you do
- Superb interpersonal skills, with the ability to work independently and within a team environment
- Be a great representative for Bay Area Beverage to customers, suppliers and the general public
- Have a passion for the best beer brands

Education & Experience

- Bachelor's degree in business administration, communications, marketing or related field
- 3-5 years' experience providing in-depth market, trends and sales analysis in consumer products
- Category knowledge in Beer/Beverage industry preferred

If this describes you and the kind of career opportunity you're looking for, ***we want to hear from you!***