BECKY LACOCK

Job: Analytics Manager

Company: On the Beach

Everything customers do on our website, I can see. Every page they view and every button they click is captured and fed into a system where I can analyse patterns and trends in customers' behaviour, which helps us to make the website better and easier for people to use

Friendly	Reliable	Hard working

The skills I use most in my job... Data Visualisation

- Analysis & Insights
- Customer Experience & Usability Testing
- and A/B Testing

The most interesting thing I've worked on in my career so far...I was involved in a project to make our website responsive, which means it works on mobile and desktop devices. This was a long term, high impact project that involved lots of on-site testing, data analysis, speaking to our customers and producing insights. It was hard work but very rewarding

What inspired me into digital and tech... When I was at school, I used to love being presented with a problem and using data to find a solution, so I wanted to find a job where I could do that every day. The amount of data available in digital and tech makes this so much more interesting!

My educational background is...I studied Maths at University and I was lucky enough to get a Trainee Web Analyst job after graduating where I was taught all the basics of my role. I was then given the freedom at my second job to expand and learn where my interest took me

What advice I'd give to girls thinking about a career in digital and tech... Digital and Tech is an ever expanding field, with so many new things to learn all the time and so much space to grow in your career. If you don't know what you want to do yet, this is a great area to start because of all the opportunities available