https://excelnearshore.com/job/techno-functional-business-analyst-ecommerce-platforms/

Techno-Functional Business Analyst – eCommerce Platforms

Hiring organization
Excel Nearshore

Employment Type
Full-time

Beginning of employment
ASAP

Duration of employment
Indefinite

Industry
Marketing Technology

Job Location
Costa Rica
Remote work from: Costa Rica

Date posted
September 1, 2026

Description

Excel Nearshore is looking for a **Techno-Functional Business Analyst with core, hands-on eCommerce domain expertise** to support the ongoing build, maintenance, and optimization of a modern, custom eCommerce platform. This role goes beyond general digital business analysis — the ideal candidate has real, recent experience working inside eCommerce systems and can speak fluently to how catalog, search, cart, checkout, promotions, and customer account capabilities are architected, integrated, and evolved to meet business goals.

This is not a general Agile/BA role with eCommerce as a nice-to-have, **eCommerce domain depth is the primary qualifying factor.** The candidate must understand, at a techno-functional level, how customers interact with a commerce platform end-to-end and how that platform is instrumented to drive measurable business outcomes (conversion, AOV, retention, personalization). This is a fully remote and full-time position from Costa Rica, in payroll with benefits.

Responsibilities

eCommerce Platform Ownership

- Serve as the go-to techno-functional expert on the eCommerce platform's architecture, capabilities, and constraints.
- Analyze and define requirements across core eCommerce capabilities: product discovery, search and merchandising, cart, checkout, promotions and pricing rules, order management, and customer accounts.
- Partner with engineering to understand how the platform is built and maintained — front-end (React/Next.js or similar), commerce engine (e.g., Commercetools, SFCC, Adobe Commerce/Magento, Shopify Plus, VTEX, BigCommerce), CMS (AEM, Contentful), and search (Lucidworks or similar).
- Translate business goals into platform requirements that account for how customers actually behave and convert on the site.

Business Analysis & Requirements Management

- Elicit, analyze, document, and validate business and functional requirements specific to eCommerce workflows.
- Facilitate stakeholder workshops with Merchandising, Marketing, Product, and Engineering.
- Write user stories, acceptance criteria, process flows, and BRDs grounded in real commerce use cases (not generic web features).

Agile Product Delivery

- Participate in Scrum ceremonies and manage backlog priorities tied to commerce KPIs.

- Support release planning for storefront changes, campaign launches, and integration rollouts.
- Identify risks and dependencies specific to commerce systems (payment gateways, inventory sync, third-party integrations).

Analytics & Customer Experience

- Use analytics tools (Adobe Analytics, Google Analytics, Power BI) to connect platform behavior to business performance.
- Support personalization and customer journey optimization initiatives grounded in actual funnel and conversion data.

Testing & Validation

- Lead UAT for commerce-critical flows (checkout, payment, promotions) where errors carry direct revenue impact.
- Validate that delivered features meet both business requirements and real-world customer usability expectations.

Qualifications

- Bachelor's degree in Business, IT, Information Systems, Engineering, or related field.
- 4+ years of experience working directly within an eCommerce platform environment (B2C or B2B) — this is a hard requirement, not a preference.
- Demonstrated, recent, hands-on experience with at least one modern commerce platform (Commercetools, Salesforce Commerce Cloud, Adobe Commerce/Magento, Shopify Plus, VTEX, BigCommerce, or equivalent).
- Techno-functional fluency: able to discuss how catalog, search, cart, checkout, and customer account systems are built, integrated, and maintained — not just how to write a user story about them.
- Experience working within Agile/Scrum delivery teams.
- Strong experience writing User Stories, Acceptance Criteria, Functional Requirements, Process Flows, and BRDs, applied specifically to commerce use cases.
- Experience using Jira, Confluence, Azure DevOps, or similar.

Preferred Qualifications

- Experience with CMS platforms (AEM, Contentful) and search tools (Lucidworks) in a commerce context.
- Familiarity with front-end commerce technologies (React/Next.js) and API-driven commerce architectures (headless/composable commerce).
- Experience with Adobe Analytics, Google Analytics, or Power BI applied to funnel/conversion analysis.
- Exposure to personalization engines, promotions engines, or loyalty platforms.
- Experience working with globally distributed eCommerce delivery teams.

Contacts

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