Downloaded from <https://www.velvetjobs.com/job-descriptions/analyst-insights>

# Example of Analyst, Insights Job Description

Our growing company is searching for experienced candidates for the position of analyst, insights. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for analyst, insights

* Helps support a culture of deep consumer understanding within Marketplace Insights and beyond
* Partners with Advanced Analytics, Market Trends, Shopper Insights and Brand Insights to ensure effective market measurement
* Identify strategic opportunities to improve the customer experience, employee experience/engagement, optimize multi-channel capabilities and drive operational efficiencies
* Understand the interrelationship of activities/interactions and desired performance to identify influential levers to achieve Key Performance Indicators (KPI’s)
* Assist client in running numerous reports, creative performance, cluster analysis
* Analyze and interpret results and develop compelling presentations so the insights are clear and actionable for others throughout the organization
* Work with product and marketing to deliver strategic recommendations from insights and opportunity areas identified from research and in-depth understanding of the audiences
* In partnership with the brand strategists, build organization-wide compassion for our audiences by providing educational and effective materials and facilitating interactive sessions and workshops to apply audience insights to product and communication opportunities and applications
* Recommend innovative ways to stay current with our key audiences’ shifts and passions by crafting and leading qualitative and quantitative audience research studies, and lead the measurement strategy to track key audience segments unaided awareness and positive brand perception over time
* Be highly tuned in to the nuances of a global audience and understand different cultural perspectives

## Qualifications for analyst, insights

* Knowledge of industrial grade IS architectures and reporting tools
* Previous experience in a similar role using Excel to analyse data and presenting this information in report format, including providing recommendations, deciding on priorities of what to report and suggesting ideas for action going forward is essential
* Excellent analytical skills is essential
* Prior experience using Access would be beneficial
* Understanding of digital and print advertising as well audience measurement
* Advanced Excel skills – Pivot Tables, VLookUps, conditional formatting