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# Example of Consumer Insights Analyst Job Description

Our company is hiring for a consumer insights analyst. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for consumer insights analyst

* Conduct content analysis for all open-ended survey responses
* Ensure key decisions that involve product features, content updates and engagement advertisements are supported by relevant consumer insights data
* Work collaboratively with product managers on in-game economies and freemium experiences
* Track NPS (Net Promoter Score) and partner with analytics team to identify variables that correlate with NPS
* Create quarterly consumer profiling reports and identify key demographic trends
* Manage the CSAT dashboard and communicate any significant updates to outside vendor
* Assist CI team with online survey programming (e.g., Qualtrics, SurveyGizmo or other online survey tools) for in-house research efforts
* Work with teams to translate insights into compelling ideas and foundation for game innovation, future products, services, experiences, marketing materials and strategies
* Generate weighting schemes and apply to survey data when necessary
* Perform ad-hoc analyses and needed

## Qualifications for consumer insights analyst

* Experience in a variety of qualitative and quantitative methodologies and techniques
* Ideal candidate will have experience creating custom coding schemes for open-ended survey questions
* Ability to work across, understand, and represent a wide variety of consumers from core to casual players
* Ability to analyse and interpret quantitative and qualitative data
* Experience with survey design and implementation, and report writing
* Dashboard reporting experience highly preferred