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# Example of Consumer Insights Analyst Job Description

Our growing company is searching for experienced candidates for the position of consumer insights analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for consumer insights analyst

* Support all aspects of market research projects, from project design through reporting
* Coordinate project scheduling and field management for quantitative market research projects
* Code verbatim responses from surveys
* QA surveys and deliverables (checking survey links, checking data tables, data cleaning)
* Assist on reporting which may include written analysis, data entry, chart creation
* Communicate research findings to internal stakeholders
* Assist with all aspects of qualitative and quantitative consumer research projects including research design, survey & discussion guide development, data quality assessment, participant recruitment, analysis, reporting and presenting results to internal business partners
* Oversee the operations and reporting of regular ongoing tracking of key metrics with company-wide visibility
* Define and independently manage data collection and analysis
* Use both quantitative and qualitative data sources to generate analysis

## Qualifications for consumer insights analyst

* Ability to derive actionable consumer insights from multiple sources of information
* Ability to take initiative on assignments and manage multiple projects simultaneously in a fast paced environment
* Experience working with external research vendors
* Interest in mobile games and mobile research
* Advanced experience with SPSS, PPT and Excel
* MA from a top-tier institution in a related field (e.g., psychology, market research)