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# Example of Consumer Insights Analyst Job Description

Our innovative and growing company is hiring for a consumer insights analyst. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for consumer insights analyst

* Ability to demonstrate thought leadership both as an individual contributor when working with other
* Demonstrated ability to generate innovative insights from rigorous analysis Ability to create a compelling story and visualize data and insights in Powerpoint
* Strong interest in working in retail
* 2-4 years of total relevant work experience, preferably in management consulting, strategy at a consumer focused company, or investment banking
* Previous experience with modeling and developing scenario analysis in Microsoft Excel
* Oversee the operations and reporting of regular ongoing key metrics trackers
* Advises and makes recommendations on market research issues such as research design and methodologies, appropriate sample sizes, best techniques, When appropriate, proactively suggests studies that deliver on information gaps
* Project management is at the heart of this position, which may include weekly status calls, field reports, Will be responsible for communicating with the end client any slippage on project costs or timing and presenting applicable solutions
* Acts as a liaison between the internal client and the outside market research vendor, communicating project objectives, questionnaire changes
* 30% Support the Managers and Sr

## Qualifications for consumer insights analyst

* 3 – 5 years of experience in consumer insights, market research or related field
* Advanced knowledge of SPSS
* Two to three years’ experience in Market Research
* Strong SPSS and Excel skills
* Experience running Cross-tabulation reports
* Statistical/mathematical aptitude and ability to work in a logical, methodical manner.Familiarity with multivariate analysis, and statistical tests like Chi-Square Testing, ANOVA, t-test, z-test, is a plus but not required.Ability to perform factor analysis and cluster analysis also a plus