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# Example of Consumer Insights Analyst Job Description

Our company is growing rapidly and is looking for a consumer insights analyst. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for consumer insights analyst

* Analyze customer transactional and demographic data to surface deep insights into complex shopping behavior
* Analyze NPD market share data and macro retail trends to uncover changes in the competitive landscape and flesh out whitespace opportunities
* Write and analyze customer database queries and liaise with internal groups for additional data where needed
* Produce and own a standard set of reports and metrics to monitor the health of the brands, surface growth opportunities and make suggestions for improved performance
* Gather secondary research and work with third-parties to conduct primary research to uncover compelling insights into changing trends within retail and women’s apparel
* Design and execute qualitative and quantitative studies using research methodologies such as online surveys, focus groups, concept tests, advertising & copy tests, positioning groups, conjoint analysis, TURF, segmentation
* Handle logistics of qualitative research (monitoring recruitment, facilities management, stimuli development and production, videoconferencing coordination)
* This intern role, as part of the Client & Consumer Insights team, will work closely with the Sr
* This is a corporate role that will work across all Turner's divisions, networks and platforms
* Leads the vendor RFP and selection process to ensure appropriate methodologies for all projects

## Qualifications for consumer insights analyst

* Technical Data Skills – strong background in data manipulation and analysis• Experience developing & applying insight to drive the business
* 1-3 years of relevant job experience working in areas of consumer research or data analytics, research agency experience a plus
* Intermediate SQL skills and experience querying large databases required
* Experience with other programming, data mining, or visualization programs such as R, Tableau, SPSS, HTML, Python, text analytics packages a plus
* Excellent working knowledge of Excel, Access software incl
* Technical Data Skills – strong background in data manipulation, standardization, and analysis