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# Example of Customer Insights Analyst Job Description

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

## Responsibilities for customer insights analyst

* Business and Competitive Intelligence and Analysis
* To assist in on-going analytical and reporting in areas of
* VEEVA (CRM) and Patient Data
* Annual Business Plans and Management Reporting/Dashboards
* Maintenance and Back-End Support of Data Warehouses
* Work with other BCI Analysts in the creation of regular field sales reports ad-hoc information requests from the sales force
* Assist the BCI Manager in the preparation of national and provincial monthly and quarterly sales and market share reports to the Business Unit Directors and marketing teams, based on Ex-Factory, IMS, Patient Services and Brogan data
* Update market data and assumptions in sales and patient forecast models and adjust forecasts on a regular or ad-hoc basis
* Any other ad-hoc reporting and analyses that is a part of the Business and Customer Insights Department
* Support the local efforts on VEEVA CRM system, including reporting, ad-hoc analysis and change requests from internal stakeholders

## Qualifications for customer insights analyst

* Knowledge of web tracking technologies and web analytics datasets is a plus
* Ability to manage multiple projects simultaneously while consistently meeting deadlines
* Self-motivated to continuously improve and learn new concepts and skills
* 2+ years experience in a quantitative marketing role required
* Requires a bachelor’s degree, preferably in Marketing, Business, Finance, Statistics, Economics or related discipline
* Requires 8+ years progressively responsible experience, including customer research methods customer satisfaction/ loyalty, customer experience and/or customer insights /analytics, market research, and text analytics