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# Example of Customer Insights Job Description

Our company is looking to fill the role of customer insights. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for customer insights

* Engage with thousands of customers and partners, and learn customer behavior and needs
* Future of gathering customer insights and driving action
* Performs category and channel analysis for retail customers in an extremely fast paced environment
* Prepares and presents internal and syndicated customer performance reviews
* Participates in presentations to customer as credible expert in category management practices
* Stays abreast of consumer trends in a widely diverse set of retail channels
* Performs competitive analyses by category, brand and package to identify trends, opportunities and challenges to core business areas
* Performs other duties as assigned due to business needs or special circumstances
* Be an expert on our customers and prospective customers and advocate for their needs
* Lead research projects independently or in collaboration with 1-2 other researchers

## Qualifications for customer insights

* Experience with analytic software tools, statistical methodologies and Business Intelligence to large data stores residing within relational databases, such as Teradata, Unix and open source file systems such as Hadoop, and Hive, a plus
* Current full time student at a recognized 4-year BA/BS college program
* Interest in business analysis
* Comfortable working with Excel and pivot tables
* Excellent communication skills (writing sample requested)
* Experience with business intelligence tools (MicroStrategy, Cognos, Business Objects or comparable) is a plus