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# Example of Customer Intelligence Job Description

Our growing company is looking to fill the role of customer intelligence. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for customer intelligence

* Deliver monthly database trend reports from CRM perspective and top-level summaries to support the retail / merchandising business review
* Support cross function with customer insight to leverage Retail / Merchandising / Finance reports and including leveraging social media / EC data source
* Support team to deliver business reports for regions/areas/stores to support retail initiatives and drive business growth
* Cooperate with global team on customer segmentation and global reports
* Work with IS team for technical solution of database and retail operations regarding VIP program and customer engagement
* Bachelor’s degree or above, major in Mathematics / Statistics is preferred
* Minimum 5 years experiences in retail/FMCG industry
* Work experience in Business Intelligence, Data Mining or Statistics area
* Internet / Big Data / Hadoop related knowledge is preferred
* Strong entrepreneurial spirit, and self-motivation to take real ownership

## Qualifications for customer intelligence

* Knowledge of Business Intelligence tools and campaign management tools
* Knowledge of Omniture preferred, but not necessary
* Design, development and testing of customer intelligence analytics solutions and features prior to implementation in production network
* Define solution requirements with Service Development and marketing organizations based on business plans and opportunities
* Define technical requirements on the analytics solutions with different technology organization
* Develop & manage relationship with vendors on solution development and implementation activities