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# Example of Insight Analyst Job Description

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

## Responsibilities for insight analyst

* Take ownership of understanding demand trends within the Millennial Media Exchange and execute analysis to translate this data into actionable insights that can be used across the business
* Manage stakeholder requests for inventory categorization, packaging, pricing including the creation of PMPs
* Proactively uncover 1st party demand opportunities to fill 3rd party supply, working with Sales and Sales Planners to do so
* Drive efficiency by building statistical and programmatic methods to interrogate databases and spreadsheets to generate key insight
* Develop key stakeholder management with Global Monetisation Services and Deal Desk teams
* Own and drive to completion Platform Demand related inventory projects on a regular basis with an emphasis on the long term vision of Demand Services / Deal Desk
* Collaborate with the Demand Services account management team, support periodic business reviews, day-to-day account communications, and revenue-growth opportunities
* Provide key insights to our Global Monetization Services team by gathering, documenting, and disseminating Demand accounts’ inventory needs and supply requirements
* Collaborate with sales colleagues and the cross-functional teams at Millennial Media to deliver superior client service, including Marketing, Publisher and Tech Services, Product Management, Engineering and Demand Sales and Services
* Act as a “brand ambassador” for Millennial Media, representing the culture, values, and ambitions of the leading premium mobile ad exchange

## Qualifications for insight analyst

* Understanding of questionnaire design, survey programming and data analysis, particularly translating complex business questions into efficient and focused inquiries
* Ability to deliver insights that have direct impact on marketing programs and products
* Bachelor’s degree with an emphasis in business, marketing science, social science, advertising/media or a related field preferred
* Knowledgeable in Microsoft Office applications, such as Excel and PowerPoint and other information gathering databases such as Factiva, Radian6
* Experience from analytics project and understanding of analytics for online games
* Ability to effectively communicate with people at various levels of business and technical expertise