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# Example of Market Research Analyst Job Description

Our company is hiring for a market research analyst. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for market research analyst

* Conduct research to build detailed profiles of existing and target customers
* Conduct research to assess candidate target markets, including estimating market size and identifying key market traits, drivers, challenges and opportunities
* Perform analysis to identify customer and market trends
* Plan and conduct secondary market research on the company's competitors across market segments
* Collaborate to develop market research plans and approaches to answer specific business challenges
* Plan and lead strategic opportunity analysis and market research activities for the global pharmaceutical and OTC businesses
* Conduct ad-hoc secondary market research
* Provide analysis of sales and volume data for specific customers, products, and categories
* Perform other ad hoc analysis and present findings to senior management as required
* Maintain accountability on behalf of Global Dealer Learning to provide dealers and districts with project/program deliverables

## Qualifications for market research analyst

* Minimum of 3 years market research experience on the vendor side
* Minimum of 3 years advanced analytics experience
* Conjoint and choice modeling (ACA, CVA, CBC, ACBC, MBC)
* LatentGold
* Salford Systems Predictive Modeler Suite
* Expertise in quantitative research (web, phone and mail) and qualitative research (in person/online focus groups and in-depth interviews), including survey design, data analysis and interpretation, report writing