



Example of Consumer Analyst Job Description

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Our company is growing rapidly and is looking for a consumer analyst. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for consumer analyst

- Assists Analysts and Consultants in developing detailed documentation and specifications
- Assists Analysts and Consultants in design and structures of presentations that are appropriate to the characteristics or needs of the audience
- Build data visualizations that supports the required knowledge for business decisions
- Ensure quality of data by completing work accurately, identifying issues, offering recommendations and implementing plans for improvement
- Continuously evaluate and improve current data processes
- Provide support to cross-functional teams across the organization to understand overall business goals, improve reporting, and assist with larger scale projects as needed
- Normalize and consolidate a variety of disparate performance reports (licensing royalty reports, online/events sales reports, sales invoices) to compile comprehensive business reporting data
- Provide consolidated data to business leads in a user friendly way, enabling self-service access to product level performance data
- Layer expert analysis and industry insight on top of data to create recommendations and be able to relate them to business or franchise strategy
- Prepare category specific, channel specific, and executive level monthly financial performance reports

Qualifications for consumer analyst

- Masters Degree or CPA is a plus
- Strong technology comfort level and experience with different data analysis/data mining tools
- Willingness to learn new internal databases/data mining techniques
- Familiarity with tableau or similar product
- Excellent written communication skills as demonstrated by writing project documentation, Monthly Review reports etc