



Example of Customer Insight Analyst Job Description

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Our innovative and growing company is searching for experienced candidates for the position of customer insight 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 customer insight analyst

- Challenge analytical thinking within personal banking product and guide junior analysts through tactical analytic plans and identify best practices
- Lead cross product analytics initiatives and projects
- Build understanding of big data and advanced analytics capability within Personal Banking
- Support delivery of Store facing reporting, Senior Management roll ups to ensure our retail teams have visibility of the key metrics to drive weekly performance
- Promote personalized engagement and targeting efforts by utilizing all aspects of customer data, including customer segmentation, demographic and transactional data, customer's historical engagement and operational experience profile
- Lead or Participate in Reporting & Analysis assignments and projects in other areas of Contact Centre operations, Workforce Management, as required
- Supporting the development of data-driven customer focused solutions working across teams within UK Home to meet the UK Home Strategy whilst also meeting customer's needs
- Extracting, manipulating and analysing data to provide critical insight, creating analytical solutions, deriving the insights and recommendations with a clear focus on delivering actionable insight
- The insight generated will need to support the key strategic goals of UK

- Uses the power of data to drive strategy, affect change, and solve complex challenges by collaborating with business leaders and other business owners

Qualifications for customer insight analyst

- Previous experience within retail and/or marketing organisations would also be beneficial
- Bachelors Degree or equivalent in Engineering, Mathematics, Computation or Economics
- A passion for data analysis and problem solving
- The ability to work under own initiative, effectively prioritise workload and thrive in a fast paced environment
- Strong communication & interpersonal skills, and a good team player
- Knowledge of market research tools and practices, relevant experience in reporting and analysis