



Example of Customer Insight Analyst Job Description

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

Responsibilities for customer insight analyst

- Works closely with outside technology partners who provide consulting services or the platforms and tools needed for data collection and analysis
- Understands and complies with Data Governance principles including data privacy, data security, documentation, data use, and data quality best practices
- Utilising sophisticated analysis to develop actionable insights into customer experience performance
- Generate Insight that supports the key strategic goals of our brands including customer growth through acquisition, cross-sell and retention, and customer segmentation
- Identify and implement opportunities to advance analytical processes, methodologies and ways of working and share with the wider Insight teams
- Work across all insights teams to build a view of our customers
- Quickly establish themselves as a 'virtual member' of their stakeholders' teams who advises on the appropriate use of data rather than being the person who provides the data and leaves the interpretation open to chance
- Using your passion for our customers to influence corporate decision making
- Ownership of the delivery and accuracy of Marketing's MI output, which is visible across all areas of the business
- Follow an analysis methodology that increases data quality and minimise the risk of error

Qualifications for customer insight analyst

- Ability to use predictive analytics, customer segmentation, and sensitivity analysis to develop detailed business cases and explain business value of projects
- Technical understanding to challenge business cases and analysis
- Ability to work in and across teams, manage stakeholders and align leadership – including demonstrated teamwork and ability to build deep relationships with different business partners
- Strong understanding of test and experimental design (Test and Learn)
- Aspirations to build in-depth industry knowledge, including current big data trends and challenges globally