**Customer Insights Senior Analyst**

**Format: Supporting H&B and Group Insights**

**Overview**

We are seeking a highly analytical and detail-oriented Market Researcher to join our team, as a Customer Insights Senior Analyst.

As a Customer Insights Senior Analyst, you will be responsible for gathering, analyzing and interpreting data to provide valuable insights into market trends, consumer behavior and competitive landscapes.

Your findings and recommendations will play a crucial role in shaping our company’s marketing strategies and business decisions. This is an exciting opportunity for someone with a passion for data analysis, market intelligence and strategic thinking.

**Key Responsibilities**

1. Work with Third party agencies to conduct primary & secondary research: design and execute market research studies using a combination of qualitative and quantitative methods. This includes collecting data through surveys, interviews, focus groups and analyzing existing industry reports, market data and other relevant sources.
2. Analyze market trends: Monitor and evaluate market conditions, industry developments, and emerging trends to identify opportunities and potential risks. Provide regular reports and updates on market dynamics, competitor activities and consumer preferences.
3. Consumer behavior analysis: Analyze consumer attitudes, preferences and buying patterns to understand their needs, motivations and decision-making processes. Use this information to help support effective marketing strategies and brand positioning.
4. Competitive analysis: Work with Third party research agencies to conduct thorough research on competitors, including their products, pricing strategies, marketing campaigns, and market share. Identify strengths, weaknesses, and areas of opportunity for our company to gain a competitive edge.
5. Data interpretation and reporting: Interpret research findings, analyze complex data sets, and present actionable insights and recommendations to stakeholders in a clear and concise manner. Prepare comprehensive reports, presentations, and visualizations to communicate research results effectively.
6. Collaborate with cross-functional teams: Work closely with marketing, and other teams to provide market insights and support strategic decision-making. Collaborate on projects, share research findings, and contribute to the development of marketing strategies and product roadmaps.
7. Stay updated on industry trends and methodologies: Continuously expand your knowledge of market research methodologies, tools, and best practices. Stay informed about industry trends, emerging technologies, and regulatory changes that may impact our business and research practices.

**Qualifications:**

- Bachelor’s or Master’s degree in market research, marketing, business, statistics, or a related field.

- Proven experience in market research, data analysis, or a similar role.

- Strong analytical skills with the ability to collect, organize, analyse, and interpret complex data sets.

- Proficiency in using market research tools, survey software, and data analysis software (e.g., SPSS, SAS, Excel, etc.).

- Knowledge of statistical analysis techniques and methodologies.

- Excellent written and verbal communication skills, with the ability to present findings to both technical and non-technical stakeholders.

- Strong attention to detail and accuracy.

- Ability to work independently and as part of a team, managing multiple projects and deadlines.

- Strong problem-solving and critical-thinking abilities.

- Familiarity with different research methodologies, such as surveys, focus groups, and interviews.

- Knowledge of the latest market research trends, tools, and techniques.

- Experience in specific industries or market segments may be preferred, depending on the organization's focus.

If you are a motivated and analytical professional who thrives on uncovering meaningful insights from data and translating them into actionable recommendations, we would love to hear from you. Join our team as a Customer Insights Senior Analyst and contribute to our strategic growth initiatives.