

Analyst - Analytics and Customer Insights/ Manager - Analytics and Customer Insights/ Head - Analytics and Customer Insights



IN 3-5
YEARS



With AI helping to analyse large datasets, job holders will focus on managing the various tools and working closely with various business functions to develop and apply relevant strategies from the datasets analysed.

KEY TRENDS



AI &
Analytics

FUTURE TASK-LEVEL VIEW

- With increasing customer data collected from online and social media, AI and analytics tools will help job holders develop bespoke strategies for the product and marketing teams more efficiently, to enable them to identify content that best engage target audience and help brands build, scale and measure success of content and marketing campaigns
- Job holder's tasks will focus on managing the various AI tools and the quality of their outputs and deliverables
- Job holders will need to collaborate closely with various business functions to develop and apply relevant insights from datasets analysed

SKILLS ANALYSIS



CURRENT SKILLS GAP

- Data Analytics
- Data Visualisation

ADDITIONAL FUTURE SKILLS

- Artificial Intelligence Application
- Design Thinking Practice
- Knowledge Management

