

OVERVIEW OF EMERGING IMPACT

Time Horizon

Immediate

Mid-term

Long-term

Key Trends driving Impact

Consumer of the Future

New Retail Model

Automation & Data

Future-proofed Supply Chain

Growth Drivers

- Changing Business Landscape:** Retail landscape has become increasingly competitive with local and international players of different scales with different channels. This drives the demand for business intelligence services as companies need to find opportunities and use resources more efficiently.
- Availability of Big Data:** Variety of sources of data which could be analysed to provide insights on consumer behaviours and preferences that can shape company’s strategic decisions
- Data-Driven Decision-Making:** Increasing use of data and market research to understand needs and wants of customers, identify factors driving demand and make sound business decisions based on data insights.

KEY RESPONSIBILITIES

The Customer Intelligence Analyst is responsible for using their knowledge of data processing software and business development strategies to provide sound business decisions to company executives. The Customer Intelligence Analyst collaborates with data professionals to extract data figures, creating reports based on their findings, and monitoring KPIs to determine the success of business initiatives.

Critical Work Function	Key Tasks
Conduct Data and Customer Analysis	<ul style="list-style-type: none">Conduct research on the competitors’ price, sales and marketing strategies to determine the company’s unique value proposition.Analyse large, complex data sets on sales revenue and cost data to address strategic and operational business questionsImplement data programming languages to conduct analysis and synthesise meaningful insights on KPIs of business processes (e.g. sales volume, fulfilment rate)Propose recommendations on the development of strategies and action plansCoordinate and work with departments, using data to drive continuous improvement in their products

Critical Work Function	Key Tasks
Generate Customer Insights	<ul style="list-style-type: none">Produce financial and market intelligence by querying data repositories and generating periodic reportsResponsible for daily forecasting, analysing of the e-commerce platform operations, generate operation analysis reports, provide conclusions and suggestions to various departments.Integrate and prepare datasets, organising data to a format that can be analysed and managedBuild and evaluate data models using statistical, algorithmic, mining, and visualisation for data discovery and analysis

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none">Artificial Intelligence ApplicationBusiness Risk AssessmentBusiness Environment AnalysisCustomer Relationship Management (CRM)Data-Mining and ModellingDemand AnalysisDelivery OptimisationData AnalyticsDatabase AdministrationFunctional AnalysisInfographics and Data VisualisationMarket ResearchMarket Trend AnalysisMarket ProfilingProgramming and CodingSystems Thinking Application	<ul style="list-style-type: none">Sense MakingProblem SolvingDigital FluencyCollaborationAdaptability