Future Role – Customer Insight Analyst

Customer Insight Analyst

Job Description

A Customer Insight Analyst (CIA) needs to have an eye for business and apply analytical skills to optimally connect-the-dots across processes/functions to deliver creative, valuable solutions for the organization. With a passion for investigating and developing data-backed decisions, the CIA should shape a holistic view of the supply chain management processes with consideration for all aspects of the customer experience.

Key Responsibilities

- To understand and garner feedback from customer
- To develop comprehensive proposals to drive strategic fulfilment roadmap and programs
- To drive developed programs and process reviews to improve customer satisfaction, improve operational efficiency while balancing cost
- To highlight trends and key insights from existing data and reporting tools/infrastructure
- To lead targeted, deep-dive analyses, segmentation, slicing and dicing of the fulfilment data to distill impactful/measurable insights
- To implement deep insights analytics to surface relevant emerging trends
- To develop comprehensive proposals to drive strategic fulfilment roadmap and programs

Skills & Other Requirements

- **Data Analytics** – Advanced analytics project/ processes
- **Data Visualisation** – Strong command with tools like Tableau
- **Data Programming** - (VBA, R, Python)
- **Data-mining** - (SQL), Hypothesis testing and working with large data sets
- Ability to translate complex findings and analysis to a business audience
- Ability to envision the future state of the business and synthesize facts and insights into concrete, measurable strategies and plans

Key attributes:

- Critical thinker
- Agile in ambiguity
- Meticulous with excellent attention to detail
- Strong relationship management and interpersonal skills
- Exceptional communicator and presenter

Typical Education Requirements

Degree in quantitative fields such as Statistics, Mathematics, Econometrics, Applied Analytics, Operations Research, Business Management, Engineering, or Finance required. Master Degree preferred.

Typical Experience Requirements

6 to 8 Years of Experience

Examples of Companies Hiring for this Job

Roche, Apple

IpsosStrategy3