CAREERS IN MARKET RESEARCH & ANALYSIS

Market Research is a fun and exciting career option where you are able to have a direct effect on helping a company determine the best next steps and why people react the way that they do. In these positions, your job will be to combine quantitative data with current market trends to determine the best way to market a product. Some of the tools they utilize are statistical analysis, surveys, secret shoppers, focus groups, and product tests. The three main tasks for market researchers are the collection and analysis of market information, identifying market trends, and segmenting markets (i.e. what are the different groups or populations).

Jobs in market research generally require knowledge of contemporary culture, curiosity about people, a basic understanding of statistics (particularly regression analysis), and skills in quantitative analysis and databases/coding.

Job Titles

MARKET RESEARCH ANALYST

As a market research analyst, your job will be to design and develop research studies related to the market. This work includes:

→ Doing data analyses and studying the trends happening within a niche part of the market.
→ Working closely with marketing managers, sales groups, and product developers.
→ Collecting data in a wide variety of ways from focus groups, surveys, product testing, and other creative outlets.
→ Some project management as well as working to keep each research project on track.

Plan your path:

- **Knowledge:** Marketing and economics are common majors for a market research analyst. This is a great entry-level opportunity, but note an advanced degree to progress in the career will be needed.

CLIENT INSIGHT ANALYST

In this role, you are working in more consultative positions. As a client insight analyst:

→ You will still be performing strategic analysis but helping specific clients to identify areas of growth for their companies and develop strategies on how to capitalize on them.

→ You will need a wide knowledge of business, and qualitative assessments.

Plan your path:

This position usually requires three years of analytical experience. Additionally, they look for you to have good written communication skills, strong presentation skills, and an ability to interpret data.

MARKETING DATA ANALYST

The goal of this role is to utilize data pulled from different marketing channels to help create predictive analysis to inform about the future decisions for the market team. This role:

→ Would include creating reports and doing analysis of the data pulled from the metrics.

→ Often partners within the marketing department and project managers in planning out future strategies.

→ Would be a great role for people that want a mix of data and business.

Plan your path:

• **Essential Skills:** Having a strong knowledge of Adobe Analytics and Google Analytics is essential. It'll also be important to know how to manipulate data and have good communication skills.