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Product Analyst Job Description template

Product Analyst Job Description Template/Brief

As a Product Analyst, you will be working alongside the product designers to develop an in-depth understanding of our products, customers, and business. You will be responsible for conducting customer research, analyzing data, and developing recommendations to improve the product experience. In this role, you will need to have strong analytical skills and be able to communicate your findings effectively.

Product Analyst Job Profile

A product analyst is a professional who is responsible for conducting market research and analysis of products in order to determine their feasibility and potential. They also develop product plans and strategy, and work with cross-functional teams to ensure that products are developed and launched successfully. Product analysts must have strong analytical and problem-solving skills, as well as excellent communication and interpersonal skills.

The Product Analyst is responsible for the development and continual improvement of reporting and analysis for a product or group of products. They will work with the product team and stakeholders to develop hypotheses and then design and execute analysis to support or disprove those hypotheses. The Product Analyst uses a combination of statistical analysis, large data sets, and creative problem solving to answer business questions

Reports To

Director of Analytics

Product Analyst Responsibilities

- Conduct market research and analysis to determine the feasibility and potential of new products
- Develop product plans and strategy
- Work with cross-functional teams to ensure that products are developed and launched successfully
- Monitor competitor activity and market trends
- Prepare reports and presentations to communicate findings to stakeholders
- Provide support to sales and marketing teams

Product Analyst Requirements & Skills

- Strong analytical and problem-solving skills
- Excellent communication and interpersonal skills
- Organizational skills and attention to detail
- Ability to work independently and as part of a team
- Knowledge of statistical software packages