

## Consumer Insights | Customer Insights

### Job Overview

These types of role identify and interpret trends in human behaviors which aims to increase the effectiveness of a product or service for the consumer, as well as increase sales. Consumer Insights focuses on analyzing market research and acting as a bridge between Research and Marketing departments within a company. Commonly referred to as CI, it is the intersection between the interests of the consumer and the features of a brand. Its main purpose is to understand why the consumer cares for the brand as well as their underlying mindsets, moods, motivation, desires, aspirations, and motivates that trigger their attitude and actions.

Typical responsibilities can include:

- Be the voice of the consumer by building a deep understanding of our consumer/customer base & act as a champion for identifying and advocating for teams to build experiences that are anchored on our consumers' needs and preferences.
- Execute research plans and projects that are a mix of strategic and tactical, integrate primary research, secondary/syndicated data, analytic outputs, and social listening.
- Lead projects across all phases - study design, quantitative and qualitative instrument development, data collection, analysis, and reporting.
- Leverage internal and external resources to execute innovative research techniques, including use of qualitative and quantitative research.
- Identify new research opportunities and methodologies to build out our in-house research capabilities.
- Be part of the most impactful decisions - Break through the noise of data and translate research into actionable insights and develop strategic recommendations.

### Typical Annual Compensation Range

Wages for workers in the same occupation and position can vary drastically from one state to another. Salaries in large urban areas are often higher than shown below. Here is the typical compensation range for this role in the United States:

Consumer Insights Analyst: \$50,000 - \$100,000

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[https://www.glassdoor.com/Salaries/us-consumer-insight-analyst-salary-SRCH\\_IL.0,2\\_IN1\\_KO3,27.htm?clickSource=searchBtn](https://www.glassdoor.com/Salaries/us-consumer-insight-analyst-salary-SRCH_IL.0,2_IN1_KO3,27.htm?clickSource=searchBtn)

Consumer Insights Analyst: \$100,000 - \$190,000

[https://www.glassdoor.com/Salaries/us-consumer-insights-manager-salary-SRCH\\_IL.0,2\\_IN1\\_KO3,28.htm?clickSource=searchBtn](https://www.glassdoor.com/Salaries/us-consumer-insights-manager-salary-SRCH_IL.0,2_IN1_KO3,28.htm?clickSource=searchBtn)

## Job Availability Score

On a scale of 1 to 10 (with 1 indicating there are relatively few of these of jobs available, 5 indicating there is an average number of job openings, and 10 indicating there are far more job openings than they typical job): 5

## Additional Information

You can use this link to review sample job advertisements:

[www.newcareerbootcamp.com/job-posts/consumer-market-insights](http://www.newcareerbootcamp.com/job-posts/consumer-market-insights)

## Primary Job Search Phrases

See “How to Research Job Ideas” for detailed information on how to use the phrases below to learn this type of work and advancement opportunities, as well as modify the phrases to explore roles that leverage your skills/knowledge and align with areas of personal interest.

title:"consumer insights"

title:"customer insights"

## Search Phrases to Find Roles with More & Less Experience

For suggestions on how to explore job titles at your level, as well as more senior roles that you could grow into, see “How to Explore Job Ideas at Different Seniority Levels” in the “Explanation of Fields on Career Summary Profiles” chapter.

## **Potentially Helpful Education / Certifications**

Courses or a degree in Marketing, Psychology, Economics, Engineering, Applied Mathematics, economics, Finance, or a related field would be valuable. See “How to investigate certificates, education and training options” for this role.