

Consumer Insights | Customer Insights

Job Overview

A consumer insights professional is responsible for gathering, analyzing, and interpreting data related to consumer behavior and preferences. Their main objective is to provide insights that can inform business decisions related to product development, marketing, and customer engagement.

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 create experiences that are anchored on our consumers' needs and preferences.
- Execute research plans and projects that are a mix of strategic and tactical, integrating 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 qualitative and quantitative research.
- Identify new research opportunities and methodologies to build 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.

Overall, a consumer insights professional plays a critical role in helping businesses understand their customers and develop strategies that are more likely to resonate with them. By providing insights into consumer behavior and preferences, they can help businesses make data-driven decisions that lead to increased customer satisfaction, loyalty, and revenue.

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:

NewCareerBreakthrough!com

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

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

Job Availability Score

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

Additional Information

You can use this link to review sample job advertisements:

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

Here are some degrees, certificates, and courses that can be useful for a career in consumer insights:

- A bachelor's degree in marketing, psychology, sociology, anthropology, or a related field can provide you with a foundation in consumer behavior, research methods, and data analysis.
- A master's degree in marketing research, consumer insights, or a related field can provide you with advanced knowledge of research methods, data analysis, and marketing strategies.
- There are several certifications available in the marketing research field, such as the Professional Researcher Certification (PRC) from the Insights Association and the Market Research Certification (MRC) from the Market Research Association.
- Courses in research methods can provide you with the skills necessary to design, conduct, and analyze research studies. Some examples of relevant courses include survey design, data analysis, qualitative research methods, and statistical analysis.
- Courses in consumer behavior can provide you with an understanding of how consumers make purchasing decisions and how to influence those decisions through marketing strategies. Some examples of relevant courses include consumer psychology, consumer neuroscience, and behavioral economics.

See “How to investigate certificates, education, and training options” for this role.