

SKILLS FRAMEWORK FOR FINANCIAL SERVICES SKILLS MAP - PRODUCT ANALYST				
Sector	Financial Services			
Track	Product Solutioning and Management			
Occupation	Product Manager			
Job Role	Product Analyst			
Job Role Description	<p>The Product Analyst is responsible for researching on market trends, conducting competitor analyses, reviewing products' positioning and targeted markets. He/She is responsible for supporting the overall processes of managing the products from ensuring the relevance and suitability of the products to identification of potential channels for the products. He researches on the targeted market segments to ensure that the products of the businesses cater to the targeted demographic segments and monitors the products in the relevant segments.</p> <p>The Product Analyst is able to perform market research and formulate analyses on trends and client behaviour. He possesses critical thinking and organisational skills. He is resourceful and passionate in what he does. His work may require him to be out of office surveying the market and potential channels for distribution.</p> <p>The Product Analyst is required to acquire specific product knowledge and this can include either one or a combination of: retail banking products, corporate banking products, investment banking products, asset management products, private banking products and insurance products.</p>			
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Ensure product relevance and suitability	Key Tasks	
			Assist in collating product information and organisational guidelines	
			Conduct product suitability analyses based on market trends and competitor analyses	
			Prepare reports of proposed suitable products based on the findings from analyses	
			Collect updated information on regulatory and international trade guidelines	
			Gather data on product performances	
			Identify initial trends and patterns on product performance and propose recommendations based on changing business needs and market climate	
	Manage product financials and risks	Gather relevant data on product financials and risks in accordance with the list of products offered		
		Identify list of business assumptions, parameters and thresholds to facilitate product financial risk assessments		
		Assist in preparing financial risk reports in accordance with businesses' appetite for risks		
	Oversee product and/or client channels and strategies	Support the development of channel ideas based on market trends and analyses		
		Conduct market trends and analyses to identify channel ideas and strategies		
		Prepare documentation, agreements and channel partners' performance documents for review		
		Conduct market segmentation analyses to tailor product campaigns and client journey strategies		
		Propose tailored product campaigns and client journey strategies		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies (Top 5)	
	Business Environment Analysis	Level 3	Communication	Intermediate
	Channel Management	Level 3	Interpersonal Skills	Intermediate
	Continuous Improvement Management	Level 3	Teamwork	Intermediate
	Demand and Supply Analysis	Level 3	Service Orientation	Intermediate
	Emerging Technology Synthesis	Level 3	Creative Thinking	Intermediate
	Ethical Culture	Level 3		
	Market Profiling	Level 3		
	Market Research and Analysis	Level 3		
	Pricing Strategy	Level 3		

	Product Advisory	Level 3		
	Product Management	Level 3		
	Product Performance Management	Level 3		
	Regulatory Compliance	Level 3		
Programme Listing	For a list of Training Programmes available for the Financial Services sector, please visit: www.skillsfuture.sg/skills-framework/financial-services			

The information contained in this document serves as a guide.