SKILLS FRAMEWORK FOR MEDIA
SKILLS MAP - ANALYST - ANALYTICS AND CUSTOMER INSIGHTS

Sector	Media
Sub-sector	Games, Film and Video, TV and Broadcast
Track	Media Business Management
Sub-track	Analytics and Customer Insights
Occupation	Data Analyst

Job Role	**Analyst - Analytics and Customer Insights**
Job Role Description	The Analyst - Analytics and Customer Insights is responsible for tracking, compiling and reporting customer research metrics that are derived from multiple data points in order to support business decisions. He/She compiles data from multiple customer measurement tools, social media platforms and market research studies and organises the data in formats suitable for analysis. He performs data analysis using defined tools and techniques and delivers insights across various customer segments, genres and media platforms. He also supports the development of reports based on data analytics findings. The work involves data collection, analysis, insight generation and reporting to various departments as required. This involves high amount of coordination and stakeholder management. He has knowledge of analytics tools, research techniques and statistical models. He may often be expected to know machine learning, natural language processing and advanced statistical modelling as well. He should be comfortable in the interpretation of business metrics. He ought to be an effective communicator and a creative thinker, and should also show close attention to detail.

Critical Work Functions and Key Tasks	**Critical Work Functions**	**Key Tasks**
	Plan data analytics operations	Provide technical inputs to the planning of data analytics and market research projects
		Provide inputs on the effectiveness of current available metrics and the feasibility of data collection for the development of new metrics for research projects
		Develop checklists and tracking tools to ensure adherence to data quality control standards
		Conceive templates, dashboards and other visualisation tools for specific projects
	Execute data analytics operations	Support quantitative and qualitative analysis teams in the execution of qualitative and quantitative market research projects
		Collect data on products, services, platforms, customer segments and/or market segments from various data sources and customer measurement systems
		Perform data cleaning and transformation to ensure suitability for analyses
		Assess data quality to gauge suitability for analysis
		Perform data analytics using appropriate tools and techniques
		Interpret data analytics findings
		Generate graphs, dashboards and visualisations with core metrics and key performance indicators (KPIs) to measure business performance
		Contribute inputs to the development of recommendations from the data analytics findings
		Generate reports to share insights from research and analysis with other departments and/or stakeholders

Skills and Competencies	**Technical Skills and Competencies**		**Generic Skills and Competencies (Top 5)**	
	Concept Creation	Level 3	Computational Thinking	Basic
	Customer Behaviour Analysis	Level 3	Digital Literacy	Intermediate
	Data Analytics	Level 2, Level 3	Communication	Basic
	Data Visualisation	Level 3	Teamwork	Basic
	Market Research	Level 3	Problem Solving	Basic
	Research	Level 2		

Programme Listing	For a list of Training Programmes available for the Media sector, please visit: www.skillsfuture.sg/skills-framework/Media

The information contained in this document serves as a guide.