Job Description – Market Place Data Analyst

Reporting to : Sales Head

About CAI Store

The CAI Store was launched in 2015 with the sole purpose of providing fashionable and modest footwear that is manufactured without the use of leather, with contemporary styles and a compassionate virtue warrantying the tagline - "handmade with love." Remaining true to their homegrown and bespoke sensibilities, the CAI store offers customization keeping in mind the eclectic tastes of the clientele. CAI believes in prioritizing customer satisfaction to create fashion-forward styles with impeccable quality.

To become a household name in the entire country, by having Cai on every woman's feet. To grow 10 fold in the next 2 years by being present in a big way online and offline. Introducing new categories to broaden our horizon and portfolio. To be the leader in our own space and category.

Website: https://thecaistore.com/
Insta handle: https://www.instagram.com/thecaistore/?hl=en

We are looking for systematic Market Research Analysts to evaluate statistical data and consumer preferences to assist clients in the decision-making process concerning prices, product designs, and promotions. As a Market Research Analyst, your duties will include assessing both quantitative and qualitative data, strategies, trends, and competition to provide meaningful and accurate insight into competitor's strategy and consumer behavior.

Roles & Responsibilities :

- Gather data on competitors, consumers, and marketplace and develop actionable reports and presentations to interpret the information and make relevant recommendations.
- Comprehend business objectives and implement surveys to determine potential consumer preferences.
- Create and assess statistical data using traditional and modern methods of data collection.
- Conduct online research and catalogue findings to create databases.
- Develop competitive analysis on competitor's marketing offerings, identify methods of operation, trends, sales, and pricing/business models.
- Assess program methodology and key data to promote the release of accurate data and usage of the correct angle of release.
- Compiling reports' conclusions, illustrating data graphically and translating complex findings into comprehensible graphs, tables, and written reports and from this, help the business determine their position in the marketplace.
- Forecast and track sales and marketing trends by evaluating the data collected.

- Formulate and assess data collection methods and procedures such as opinion polls, focus groups, surveys or questionnaires.
- Recommend new innovations in the marketing and research sector and develop new ways to meet the needs of a constantly changing marketplace.

Requirements and Skills :

- 2 to 4 years of Proven working experience in market research analysis or a related field.

- Working ability to interpret large amounts of data.

- Strong critical thinking, problem-solving and mathematical skills.

- Adequate understanding of data collection methods (surveys, polls, focus groups, etc.).

- Master's degree in Statistics, Marketing, Computer Science, Mathematics, Business Administration or other related fields.

Location : Lower Parel, Mumbai