Market Research Analyst

**Industry Demand of Market Research Analyst**

Employed throughout the economy since most industries use market research to examine potential sales of a product or service. The largest employers are:

* Management, scientific, and technical consulting services
* Finance and insurance
* Wholesale trade
* Management of companies and enterprises
* Publishing industries (except Internet)
* Governments

Employment of market research analysts is projected to grow 18 percent from 2019 to 2029, much faster than the average for all occupations. Employment growth will be driven by an increased use of data and market research across many industries.

**Salary (Range)**

* Entry Level Salary in the United States: $48,000/year
* Mid Level Salary in the United States: $93,000/year
* Entry Level Salary in Indonesia: Rp 66,000,000/year
* Mid Level Salary in Indonesia: Rp 116,000,000/year

**Core Tasks**

* Devise and evaluate methods for collecting data, such as surveys, focus groups, questionnaires, and opinion polls
* Conduct research on specific market conditions
* Analyze consumer preferences to determine the potential sales of a product or service
* Interpret the data they've collected and organize into statistical tables and reports
* Create a visual of industry trends and of competitors
* Present their findings to executives and clients through charts, graphs, and other visual means
* Measure effectiveness of marketing programs and strategies

**Working Conditions**

* Primarily work indoors in an office setting, although some may work on location and additional hours to collect research, depending on the project
* They can work individually or as part of a team

**Skills Required**

* Computer skills (Microsoft PowerPoint, Word, and statistical software platforms such as SPSS, WinCross, SAS, and Market Sight)
* Analytical skills
* Communication skills
* Critical-thinking skills
* Strong attention to detail

**Career progression data**

* Earn a bachelor’s degree in market research or a related field (courses in statistics, research methods, and marketing are essential)
* Receive certification (optional) from Marketing Research Associate
* Earn a master’s degree (optional) for high-level positions
* After 3-4 years of working, become a market research manager
* After 5+ years of managerial experience, become a market research director

**Possible University Major**

* Statistics
* Mathematics
* Computer Science
* Business Administration
* Communications
* Psychology

**School subjects required**

* Computer Applications
* Economics
* Probability and Statistics
* Sociology