

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT ANALYTICS		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Product Development	
<b>Sub-track</b>	Product Management	
<b>Occupation</b>	Product Analyst	
<b>Job Role</b>	<b>Head of Product Analytics</b>	
<b>Job Role Description</b>	The Head of Product Analytics identifies actionable solutions for the growth of the organisation. He/She synthesises data from various sources to create a compelling business case. He drives the strategy for gathering, cleaning, analysing and visualising of data. He is responsible for developing organisation-wide guidelines on insight reporting and oversees the end-to-end analysis of products.	
	He is a key member of the product development team and is proficient in data analytics and visualisation. He is well-versed in various product offerings, latest market trends and is aware of the latest technologies to track data insights. He also provides data-driven insights.	
	The Head of Product Analytics has a strong analytical mind and uses critical thinking skills to identify underlying issues and develop practical solutions. He is an influential leader who inspires his team and stakeholders to achieve long-term strategic goals, and influence.	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Identify market needs</b>	Develop strategies to align market needs in product decision-making
		Oversee requirements and parameter configurations through customer journeys and user stories
		Evaluate types of data and data sources needed to obtain market information and insights
		Synergise market requirements of products to guide decision-making
		Drive product enhancement strategies through the analysis of insights and recommendations based on evaluation of benchmarking results
		Spearhead product strategy through the use of consumer and market data
	<b>Build a user experience research roadmap</b>	Drive enhancements to the research roadmap based on customer journey, usability, and design
		Oversee research strategies throughout various product strategies from conceptualisation, prototyping, developing, launching to reviewing
		Spearhead improvements to qualitative and quantitative research methodologies to collect user data (e.g. data analysis, UAT testing, usability testing, eye tracking, testing across desktop, tablet, and mobile interfaces, card sorting, A/B Testing, multivariate testing, heuristic evaluations)
		Establish the process by placing UX guidance and improve the user research practice
		Forecast the latest developments in user research methodologies, best practices, and latest consumers' trends to incorporate them into the user research roadmap
	<b>Perform research and testing</b>	Drive improvements in the testing life cycle for product implementation and the core life operating system including end-to-end quality checks
		Foster an innovative mindset amongst various stakeholders such as designers, engineers, and product managers in the research process to elevate the research process to explore untapped opportunities for product development
		Endorse User Acceptance Testing (UAT) on product launches
		Oversee test data and monitor testing progress
		Drive the entire testing process

	<b>Analyse product data</b>	Establish the types of data needed to measure product performance, predict outcomes and make decisions		
		Evaluate sourcing, acquiring, cleansing, and integrating product data		
		Establish data and/or information quality metrics and lead data quality reviews		
		Synthesise trends, patterns, and correlations from analyses to formulate product insights and actionable recommendation		
		Drive the development of product improvements based on analyses		
	<b>Present insights and improvements to the product roadmap</b>	Review data and market insights		
		Evaluate narratives of key messages from analyses through storytelling		
		Supervise the structure and tools to be applied in conceptualisation, design and building of visual dashboards and graphs		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Critical Core Skills</b>	
	Budgeting*	Level 5	Adaptability	Advanced
	Business Innovation*	Level 6	Customer Orientation	Advanced
	Data Analytics*	Level 5	Digital Fluency	Advanced
	Data Design*	Level 5	Problem Solving	Advanced
	Data Engineering*	Level 5	Sense Making	Advanced
	Data Ethics*	Level 5		
	Data Visualisation and Storyboarding*	Level 5		
	Learning and Development*	Level 6		
	Partnership Management*	Level 5		
	People and Performance Management*	Level 4		
	Stakeholder Management*	Level 5		
	Artificial Intelligence Application in Product Development	Level 4		
	Automation Management in Product Development	Level 2		
	Business Development	Level 5		
	Business Environment Analysis	Level 5		
	Business Needs Analysis	Level 5		
	Business Requirements Mapping	Level 5		
	Data Governance	Level 4		
	Data Strategy	Level 6		
	Design Thinking Practice	Level 5		
	Manpower Planning	Level 4		
	Market Research	Level 5		
	Networking	Level 5		
	Performance Management	Level 6		
	Project Management	Level 5		

	Quality Standards	Level 5	
<b>Programme Listing</b>	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>		

The information contained in this document serves as a guide.

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).