SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – LEAD PRODUCT ANALYST

Sector	Infocomm Technology
Track	Product Development
Sub-track	Product Management
Occupation	Product Analyst
Job Role	**Lead Product Analyst**

Job Role Description	The Lead Product Analyst translates market opportunities into actionable solutions for the organisation. He/She extracts and integrates data from various sources to create advanced models to create a business case. He supervises the gathering, cleaning, analysing and visualising of data to make actionable insights. He is responsible for developing guidelines on insight reporting for the team and oversees the end-to-end product analysis. He is a key member of the product development team and is proficient in data analytics and visualisation. He is knowledgeable in various product offerings and provides data-driven insights. The Lead Product Analyst has a strong analytical mind and uses critical thinking skills to identify underlying issues and develop practical solutions. He is an influential leader that advise both internal and external stakeholders.

Critical Work Functions and Key Tasks	**Critical Work Functions**	**Key Tasks**
	Identify market needs	Evaluate needs of stakeholders to guide product decision-making
		Review requirements and parameter configurations through customer journeys and user stories
		Establish types of data and data sources needed to obtain market information and insights
		Define market requirements of products for decision-making
		Review insights and recommendations through evaluation of benchmarking results
		Develop product strategy through the use of consumer and market data
	Build a user experience research roadmap	Review the research roadmap based on customer journey, usability and design
		Review research strategies throughout various product stages from conceptualisation, prototyping, developing, launching to reviewing
		Review qualitative and quantitative research 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)
		Lead the process by placing UX guidance and improve the user research practice
		Keep abreast of the latest developments in user research methodologies, best practices, and latest consumers' trends
	Perform research and testing	Assess testing life cycle for product implementation and the core life operating system including end-to-end quality checks
		Lead discussions with various stakeholders such as designers, engineers, and product managers in the research process to deliver robust insights
		Review User Acceptance Testing (UAT) on product launches
		Review test data and test progress results
		Design the entire testing process

	Analyse product data	Identify types of data needed to measure product performance, predict outcomes, and make decisions
		Oversee 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 recommendations
		Determine product improvements based on analyses
	Present insights and improvements to the product roadmap	Present data and market insights to product development team
		Develop narratives to communicate key messages from analyses through storytelling
		Define the structure and tools to be applied in conceptualisation, design and building of visual dashboards and graphs

	Technical Skills and Competencies		**Critical Core Skills**	
Skills and Competencies	Budgeting*	Level 4	Communication	Advanced
	Business Innovation*	Level 5	Customer Orientation	Advanced
	Data Analytics*	Level 4	Decision Making	Advanced
	Data Design*	Level 5	Problem Solving	Advanced
	Data Engineering*	Level 4	Sense Making	Advanced
	Data Ethics*	Level 4		
	Data Visualisation and Storyboarding *	Level 5		
	Learning and Development*	Level 5		
	Partnership Management*	Level 4		
	People and Performance Management*	Level 3		
	Stakeholder Management*	Level 4		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Business Development	Level 4		
	Business Environment Analysis	Level 4		
	Business Needs Analysis	Level 4		
	Business Requirements Mapping	Level 5		
	Data Governance	Level 4		
	Data Strategy	Level 4		
	Design Thinking Practice	Level 4		
	Manpower Planning	Level 3		
	Market Research	Level 5		
	Networking	Level 4		
	Performance Management	Level 5		
	Project Management	Level 4		
	Quality Standards	Level 4		

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).