SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – ASSOCIATE PRODUCT ANALYST

Sector	Infocomm Technology
Track	Product Development
Sub-track	Product Management
Occupation	Product Analyst
Job Role	**Associate Product Analyst**
Job Role Description	The Associate Product Analyst performs market analysis to support product decisions. He/She gathers data available externally and internally to generate reports and prepare the data for analysis. He collects, cleans, analyses and visualises large datasets to create actionable insights. He executes the end-to-end product analysis. He supports the product development team and uses analytical tools and techniques as required by the team. He is familiar with the product offerings and provides data-driven insights. The Associate Product Analyst works with data and adopts an analytical approach to solving problems. He is confident in communicating ideas and solutions to the team.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	**Identify market needs**	Communicate needs of stakeholders for product decision-making
		Document requirements and parameter configurations through customer journeys and user stories
		Gather data for market information and insights
		Support team with market research to determine market requirements of products
		Conduct benchmarking of products offered in the market
		Conduct market surveys and interviews to collect data on consumer needs and determine product-market fit
	Build a user experience research roadmap	Execute the research roadmap based on customer journey, usability, and design
		Apply research strategies throughout various product stages from conceptualisation, prototyping, developing, launching to reviewing
		Perform 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)
		Apply the predetermined User Research Practice Framework on data collection and benchmarking activities
		Apply the latest developments in user research methodologies, best practices, and latest consumers' trends
	Perform research and testing	Execute testing life cycle for product implementation and the core life operating system including end-to-end quality checks
		Participate in discussions with various stakeholders such as designers, engineers, and product managers in the research process to deliver robust insights
		Execute User Acceptance Testing (UAT) on product launches
		Prepare test data and testing progress results to log defects
		Execute proper completion and documentation of the entire testing process within stipulated timelines
	Analyse product data	Gather data from internal and external sources
		Prepare large datasets with actionable insights
		Perform data validation and quality control checks
		Identify trends, patterns, and correlations in data to support decision-making
		Identify possible data-driven solutions and recommendations

		Perform analyses to influence product decisions and/or actions
	Present insights and improvements to the product roadmap	Create data reports and visualisation tools to facilitate data understanding through storytelling
		Execute the conceptualisation, design and building of visual dashboards and graphs

	Technical Skills and Competencies		Critical Core Skills	
Skills and Competencies	Data Analytics*	Level 2	Collaboration	Intermediate
	Data Design*	Level 3	Communication	Intermediate
	Data Engineering*	Level 2	Customer Orientation	Intermediate
	Data Ethics*	Level 3	Digital Fluency	Basic
	Data Visualisation and Storyboarding*	Level 3	Sense Making	Intermediate
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Business Environment Analysis	Level 2		
	Business Needs Analysis	Level 2		
	Business Requirements Mapping	Level 3		
	Design Thinking Practice	Level 3		
	Market Research	Level 2		
	Partnership Management	Level 3		
	Project Management	Level 3		
	Quality Standards	Level 4		
	Stakeholder Management	Level 2		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict			

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).