SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – PRODUCT ANALYST

Sector	Infocomm Technology
Track	Product Development
Sub-track	Product Management
Occupation	Product Analyst
Job Role	**Product Analyst**
Job Role Description	The Product Analyst translates market opportunities into actionable solutions for the product. 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 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 familiar with the product offerings and provides data-driven insights. The Product Analyst has a strong analytical mind and uses critical thinking skills to identify problems and develop solutions. He is passionate in using data to resolve complex problems. He is a data storyteller and adopts a data-driven approach to resolve business issues.

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

	Present insights and improvements to the product roadmap	Translate analyses into common business language to influence product decisions and/or actions
		Design data reports and visualisation tools to facilitate data understanding through storytelling
		Review the conceptualisation, design and building of visual dashboards and graphs

	Technical Skills and Competencies		**Critical Core Skills**	
Skills and Competencies	Business Innovation*	Level 4	Collaboration	Intermediate
	Data Analytics*	Level 3	Communication	Intermediate
	Data Design*	Level 4	Customer Orientation	Advanced
	Data Engineering*	Level 3	Digital Fluency	Basic
	Data Ethics*	Level 3	Sense Making	Advanced
	Data Visualisation and Storyboarding*	Level 4		
	Partnership Management*	Level 3		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 2		
	Business Development	Level 3		
	Business Environment Analysis	Level 3		
	Business Needs Analysis	Level 3		
	Business Requirements Mapping	Level 3		
	Data Governance	Level 3		
	Data Strategy	Level 3		
	Design Thinking Practice	Level 3		
	Market Research	Level 3		
	Networking	Level 3		
	Performance 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).