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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT ANALYTICS** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Product Analyst | | | | | |
| **Job Role** | **Head of Product Analytics** | | | | | |
| **Job Role Description** | 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. | | | | | |
| **Critical Work Functions and Key Tasks** | **Critical Work Functions** | **Key Tasks** | | | | |
| **Identify market needs** | 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 | | | | |
| **Build a user experience research roadmap** | 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 | | | | |
| **Perform research and testing** | 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 | | | | |
| **Analyse product data** | 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 | | | | |
| **Present insights and improvements to the product roadmap** | 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 | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| 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 |
| **Programme Listing** | For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict | | | | | |
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| 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).