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| **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 | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| 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 |
| **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).