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| **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 and Key Tasks** | **Critical Work Functions** | **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 | | | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | | **Critical Core Skills** | | |
| 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 | | | | | |
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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).