



## Manager, Customer Insight & Analytics (JP)

Job Title: Manager, Customer Insight & Analytics

Key responsibilities include:

- Play a key role in strategic planning, applying experience, rigorous research methodologies, and diverse data sources to drive strategic recommendations.
- Provide fact-based quantitative and qualitative market research about current and potential customers, competitors, and the local market.
- Provide leadership in identifying research needs within the company and aligning research plans with business goals and objectives.
- Lead customer segmentation to identify new customer markets to grow QVC business by expanding its audience.
- Leverage transactional, behavioral, demographic and survey data to inform stakeholders and to identify, size and address business issues and opportunities to increase conversion, revenue, margin, customer satisfaction and other KPIs, as well as to support investment and other strategic decisions.
- Direct team employing diverse research methodologies, including qualitative and quantitative primary research, secondary research, ethnographic research and innovative techniques such as social media research and analysis.
- Demonstrate advanced ability to synthesize data from various sources and derive insights to drive media approaches and recommendations.
- Direct translation of data into insights by proactively and effectively communicating the “so what” from the data, as well as issues and opportunities exposed by the data.
- Form a close partnership with marketing team in creative and campaign development and precise customer targeting.
- Head up brand research and works closely with brand and customer marketing on customer segmentation.
- Direct Voice of the Customer program, including text analytics, synthesis of multiple data sources, cross-platform survey data analysis, and ad hoc

analyses.

- Lead selection of and directs third-party research vendors for on-time, on-budget actionable insights.
- Direct use of secondary and primary research to analyze market size, global growth opportunities, and shopping platform disruptive technology.
- Direct research using secondary sources for market share, benchmarking and competitive analysis.
- Develop team members by seeking out and supporting training, development, and other professional growth opportunities; manage individual and team performance through coaching, feedback, and performance management discussions.
- Play the leadership role and demonstrate as constructive influencer and as one of the leaders in Japan CIA team & QVC Japan.

<Must have requirements>

10+ years of experience in customer insights, market research, qualitative research.

<Required skills and knowledge>

- Expertise in survey research, project design, analysis and results presentation.
- Expertise in focus group moderation, with professional certification.
- Strategic and forward thinking
- Skilled in presenting data visually to provide a clear story
- Expertise in secondary research and innovative research techniques.
- Expertise in persuasively presenting research results to leadership teams.
- Skilled in managing secondary research and vendor relationships.
- Proficiency in statistical analysis.
- Proficiency in unstructured data analysis.
- Proficiency in data analysis and visualization tools, such as Tableau, SAS, etc.

- Expertise in retail and macro & semi-macro economy data.
- Ability to influence decision making without authority.
- High level of problem-solving skills.
- Strong business acumen.
- Ability to work independently and interface with multiple management levels and multiple areas of the company across the globe.
- Basic understanding of Impact of B/S and P&L metrics on business decisions.
- Strong Prioritization skills and ability to manage ambiguity.
- High level of interpersonal and communication skills with partnering and positive mindset and influence.
- Strong people development skills and experiences.

#### <Education>

Bachelor's Degree, Advanced Degree Required, Certification in Primary Research Methodologies preferred.

#### <Technical requirements>

Experience with SQL, SAS, Tableau, SPSS