Market Research Analyst

**Job Description:** Researches conditions in a variety of markets. Determines potential sales of products and services, plans marketing campaigns. May gather information on competitors, prices, sales, and methods of marketing and distribution.

**What does a Market Research Analyst do?**

* Demonstrate complex data and findings through graphs and written text
* Collect and analyze data on consumer demographics, preferences, and buying habits to identify potential markets and factors affecting product demand
* Conduct research on consumer opinions, collaborating with marketing professionals, statisticians, and other researchers
* Measure and assess customer and employee satisfaction
* Predict and track marketing and sales trends, analyzing data
* Gather data on competitors and analyze prices, sales, and method of marketing and distributions
* Provide management with information and proposals about the production, distribution, pricing, and design products or services

**Outlook:** BRIGHT

Average Salary - $30.73 hourly, $63,920 annually

Projected Job Openings – 96,000 in the next 10 years

**Your Interests:**

* Do you like math?
* Are you interested in marketing?
* Do you have good communication skills?
* Are you creative?

**Education/Program of Study:**

* Most entry level positions require a bachelors degree
* Degree paths include: mathematics, statistics, finance, business, communications, marketing, and other related fields