



STEM Careers

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

Your Interests:

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

Outlook: BRIGHT

Average Salary - \$30.73 hourly, \$63,920 annually
Projected Job Openings - 96,000 in the next 10 years

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