

Job Description

Company	Course5 Intelligence
Position Title	Senior Research Analyst
Reporting to	Director
Schedule	Full-Time
Work Location	Bangalore / Mumbai

OVERVIEW

Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Market Intelligence, Big Data Analytics, Digital Transformation, Artificial Intelligence, and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at www.course5i.com

Global Offices

United States | United Kingdom | United Arab of Emirates | India | Singapore

Job Summary:

End to End Primary Research Project Execution in co-ordination with Internal Marketing Teams

Job Summary:

- ☐ Good understanding of Technology market and emerging topics
- ☐ 3-5 years of market research and secondary research experience
- ☐ Experience in interfacing and engaging with clients
- ☐ Experience in conducting Opportunity analysis, Market analysis, Competitive analysis, SWOT, Competitive Benchmarking, Sizing, Battle cards, Product/service Teardowns, TCO analysis, POV etc.
- ☐ Analyze and synthesize research findings to develop valuable insights and strategic recommendations in concise and organized way
- ☐ Design and create error-free, client-ready presentations in Microsoft PowerPoint, Word, and Excel in consumable format
- ☐ Ability to manage multiple projects at hand and take ownership of the assigned focus area and build subject matter expertise
- ☐ Ability to understand and interpret research topics or business problems
- ☐ Based on the research framework, interpret and analyze market, competitors and existing information and provide actionable intelligence to help assist in the formulation of business strategy
- ☐ Grow into a subject matter expert in the given domain of research

Job Responsibilities:

Summary of the role

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KNOWLEDGE / COMPETENCY / SKILLS:

Domain/Focus area is Information Technology (Enterprise solutions and service including Big Data, Cloud Computing, Ecommerce, Security, Software, Services, Hardware, PCs, semiconductors, IOT and related technologies such as artificial intelligence etc.) are required. If they have any other industry experience more than 3 years, they can be ignored

- ☐ Identify appropriate online sources of information related to the research topic and gather relevant information from syndicated sources, public domain, articles, blogs, social media, etc.
- ☐ Familiarity with public domain and syndicated document databases such as IDC, Gartner, Nexis, Forrester, Data Monitor, etc.
- ☐ Think creatively to identify new and relevant information sources
- ☐ Good hands-on experience in developing summaries and reports from various secondary data sources
- ☐ Identify appropriate online sources of information related to the research topic and gather relevant information from syndicated sources, public domain, articles, blogs, social media, etc.
- ☐ Strong written/verbal communication skills in English
- ☐ Working knowledge of Microsoft Excel, Word, and PowerPoint

Personal Skills

- ☐ Critical thinking to identify new and relevant information sources and working with structured/unstructured research requests
- ☐ Innovative thinking, proactive and flexible
- ☐ Personal motivation skills and ability to function as a team player
- ☐ Good aptitude, enthusiasm, and attitude to learn and execute
- ☐ Good interpersonal communication skills
- ☐ Strong work ethics
- ☐ Prioritizing/time management skills
- ☐ Strong analytical ability and thinking skills

Requirements & Qualifications:

- ❑ Graduate degree in marketing research, business/marketing, communication, or related field with 6-10 years of work experience (preferably on vendor side) with exposure to all aspects of the secondary research process
- ❑ Tier 1 college education
- ❑ Experience working in/with Tier 1 companies

Years of Experience: 3-5 YEARS

TARGET COMPANIES (IF ANY):

- In IT research firms like Gartner, IDC, Forrester, OVUM, CGI, Frost and Sullivan or
- In off-shore research teams of companies like IBM, HP, Oracle, VMware etc.
- In Research KPOs like WNS, Evalueserve, Zinnov, Data Monitor, Beroe or
- In research departments of companies like Infosys, Cognizant, Wipro, Cap Gemini, Microsoft etc. or
- Consulting firms like KPMG, PwC, McKinsey Knowledge center,

Deloitte Companies to be ignored while hiring for this role are

- Primary research firms like Nielsen, IMRB, and TNS etc.
- Generic research firms like Genpact, Symphony,
Normal IT firms like TCS, which have contracts with Nielsen

Course5 is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, color, religion, sex, sexual orientation, age, marital status, disability, gender identity, etc. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.



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