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Marketing Research Analyst – All Jobs For You – Byjus Careers For Freshers

Hiring organization
Byjus

Job Location

India
Remote work from: IND

Date posted
March 4, 2024

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Valid through
31.08.2024

Base Salary

USD 14 - USD 21

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Qualifications

Graduate, 12th

Employment Type

Full-time

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Description

Marketing Research Analyst

Byju's, India's leading edtech company, is seeking a passionate and analytical Marketing Research Analyst (Fresher) to join our growing team! In this role, you'll play a vital role in driving our marketing strategy by conducting in-depth research to understand our target audience, market trends, and competitor landscape.

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Byjus Careers

Responsibilities:

- Conduct market research using various methodologies, including surveys, focus groups, and competitor analysis.
- Analyze quantitative and qualitative data to identify key insights and trends in the education technology sector.
- Develop clear and concise reports and presentations to communicate research findings to stakeholders across the marketing department.

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Skills:

- Strong analytical and problem-solving skills with the ability to identify patterns and draw meaningful conclusions from data.
- Excellent communication skills, both written and verbal, with the ability to present complex information in a clear and concise manner.
- Proficient in Microsoft Office Suite (Excel, Word, PowerPoint) and familiarity with data analysis tools (e.g., Google Analytics) is a plus.

Tags:

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