

SBS Beyond IT

<https://mysbscorp.com/job/market-research-analysts-and-marketing-specialists-tx-77441/>

Market Research Analysts and Marketing Specialists

Hiring organization
SBS Beyond IT

JOB ID:30

Date posted
December 21, 2022

Description

Job Duties and Responsibilities:

- Gather the data and perform research on ERP, SCM, PLM, MOM, Digital Manufacturing, Supply Chain Analytics and IOT Big Data solutions for business development and help SBS Corp. market its services to clients in the area of SAP and Dassault Systemes' Apriso and Ortems.
- Forecast the demand and opportunities in SBS Corp.'s service areas based on historical performance and market data, perform data mining from large sets of data, generate reports for leads and competitor analysis, generate cost/volume analyses.
- Perform monte carlo simulations and linear programming models to identify appropriate decision modeling approaches, using various statistical tools & packages such as R, Python, SAS, Advanced Excel, SQL and Tableau.
- Develop analytical models from internal and external sources, evaluating data usability based on organizational strategies and targets, synthesizing data into large datasets to support the goals.
- Identifying trends, patterns and discrepancies in data, apply information visualization techniques and statistical models for replication for future initiatives, and presenting data insights and recommendations to key stakeholders.
- Evaluate and Transform the customer requirements to map against the business solution approach using DELMIA Apriso Process Builder.
- Research the market survey methodologies and conduct market research on products and services of competitors and customers from various primary and secondary sources such as customer focus groups, Gartner reports, trade magazines, blogs, tradeshow, conferences, social media, press releases, questionnaires, opinion polls and other data sources like Hoovers etc.
- Prepare SWOT analysis on new application offerings from competitors: for example, examine competitor's cost structure, selling price, resources and competencies, and product differentiation.
- Present data insights and recommendations to key stakeholders based on data analysis, translating results into business actions in graphical representation & charts with data, measure the forecast vs actuals and lessons learned.
- Work with analysts, developers, architects, and project managers to support and deliver solutions in SAP & DELMIA competencies to meet customer requirements.
- Provide management with proposals concerning solution demos/ Proofs of Concept and pricing estimates as desired by client businesses in Supply Chain, Manufacturing Operations, Scheduling and Inventory management using SAP and Delmia software.