Detailed Job Description

**Job Title:** Product Analyst

**Reports To:**  Product Team Lead

**Who We Are**

Caddle is a consumer insights marketplace that connects brands with customers.  Consumers join Caddle to earn rewards and money for engaging with brands and share their opinion on product and service experiences.

**Job Purpose**

Do you love creating stories from real life data? Are you passionate about getting at the real data and analytics that truly help a company understand what makes itself tick? Through this role, you will develop a deep understanding of what makes the Caddle member base tick, and get the opportunity to work cross functionally with different teams to enhance the product experience.

**Duties and Responsibilities**

* Provide leadership with KPI reporting and recommendations
* Conducting and presenting a impact analysis for proposed products and features
* Preparing, reviewing, and maintaining product backlog and reports
* Support technology with development of product requirements and specs
* Collaborate with marketing team and product lead to develop experiments to grow Daily Active Users (DAU)
* Support sales & marketing with data-drive sales/marketing enablement tools
* Collaborate with operations to develop tools & processes to further company growth
* Work with tech team to troubleshoot bugs and track feature development
* Perform market research and collects customer feedback
* Evaluate products and forecasts performance
* Provide recommendations on product launch strategies
* Analyzes market data, trends, and behaviors

**Minimum Qualifications and Skills**

* Degree in business, administration, or a related field required.
* 1-2 years experience working in product related role
* Knowledgeable in all phases of the project management life cycle
* Strong computer skills and experience with relevant software programs
* Experience with stakeholder and financial management
* Excellent communication and presentation skills
* Strong critical thinking, analytical, and problem-solving skills
* Good interpersonal and organizational skills
* Excellent time-management skills