

## Insight Analyst

*Are you looking for an exciting and stimulating job, where you are a part of research projects for some of the world's most powerful FMCG brands? Are you, just like us, passionate about understanding consumer behaviour and curious to uncover the complexity of everyday decision-making? Do you want to be included in an international team that never settles for the insights and methods of yesterday, in a culture that encourages new ideas and initiatives from all parts of the organisation?*

In 2003 – as one of the first agencies in the world – we began the development of Simstore, our software for conducting virtual shopper research. With Simstore we can replicate any store environment to test our clients' new package designs, product innovations, shelf or store organisation, before they go to market. By collecting real behavioral data from our virtual shopping exercises, we provide an effective solution to obtain a more in-depth understanding of how shoppers reason and behave.

Our main focus at Ipsos Simstore is guided by our vision of re-thinking research to deliver breakthrough insights, in a culture where curiosity thrives and technology meets creativity.

To further expand Simstore across the globe through the world wide Ipsos network we are now looking for additional Insight Analysts.

### What you will do

As Insight Analyst you will be part of Simstore's Research & Science team based in Stockholm, a diverse team in terms of both nationality but also professional and educational background, working in a high performing yet fun and friendly atmosphere, which we look forward to welcoming you in.

You will support Insight Consultants in executing research projects for our clients. You will be involved in the entire work flow in close collaboration with colleagues and clients (e.g. project set-up, questionnaire construction, data analysis, report and final recommendations). Typical projects include evaluation of new packaging designs and new product innovations, but also shopper decision tree studies and shelf layout evaluations.

## We hope that you have

- Bachelor or masters degree preferably in Business or Statistics, Brand or Marketing, but we welcome applicants from other educational backgrounds. Education focused on retail and/or FMCG is to your advantage.
- It is positive if you have experience from project management.
- Genuine interest in retail and fast-moving consumer goods, as well as understanding shopping behaviour.
- Analytical and problem-solving skills.
- Passion and self-motivation to develop yourself and your surrounding, and a true curiosity to explore new ideas and ways of working.
- Interest in working with data analytics tools
- Comfortable with communicating in English.

## Are you our new Insight Analyst?

Please send your application to [anna.beatus@ipsos.com](mailto:anna.beatus@ipsos.com)

Position is full time and based in Stockholm

Last day for application **January 20, 2020**. Starting date ASAP.

Ipsos NORM is a part of Ipsos since 2018 and consist of 50 employees in Stockholm and Amsterdam. Together we offer a unique suite of shopper research tools and advise our clients in their strategic and operational shopper activities. Ipsos is a world-leading research and market analysis company with 18,000 employees in 89 countries.