

Job Description

Job Title: Product Owner

Business Unit: Product

Reporting: Product Manager

Job Summary

The role would require you to do market research both primary and secondary, prepare presentations on the EdTech industry, write user stories, backlog tracking and working with design and engineering team. You will survey customer preferences and statistical data to help the organization decide how to shape, advertise, design, price & market their products & services. The role would also involve conducting user testing of prototype with customers and collating their feedback to build product strategy, this task will also include market visits to meet existing and prospective customers to get product feedback. The analyst should be able to analyze autonomously qualitative & quantitative data, trends, strategies and competition aiming at increasing competitiveness.

Results

1. Use actionable data and make informed decisions
2. Get a holistic view of the market & strategic planning
3. Learn to write product user stories

Responsibilities

1. Collect information from end users in the education ecosystem, competitors, competitive products in the market, market place and consolidate information into actionable items, reports and presentations.
2. Understand business objectives and design surveys to discover prospective customers' preferences.
3. Compile and analyze statistical data using modern and traditional methods to collect it & perform valid and reliable market research SWOT analysis.
4. Provide competitive analysis on various companies' market offerings; identify market trends, pricing/business models, sales and methods of operation.
5. To work on complicated modeling on Excel, Pivot, V-lookup, H-lookup, Analysis of data and doing secondary research.

6. Remain fully informed on market trends, other parties researches and implement best practices
7. Create user stories for multiple products
8. Working with design and engineering team
9. Market visits to meet existing and prospective customers to get product feedback

What is the most difficult/demanding part of this job?

- Ability to interpret large amounts of data and engage with customers

Preferred Profile

Absolute Strengths

1. Proven market research analysis experience
2. Coding Exposure
3. Excellent spoken, reading & writing skills – English (optional Hindi, Marathi & Gujarati)
4. Excellent knowledge of MS Excel, statistics, databases and MS Office.
5. Search engines, web analytics and business research tools acumen
6. Adequate knowledge of data collection methods (polls, focus groups, surveys etc.)

Beneficial Strengths

1. Working knowledge of data warehousing, modeling and mining

Experience (Industry Type & Duration)

Essential:

1-3 Years' experience Market Research and Data Analysis in EdTech company

Work Duration: Full Time

No. of vacancies: 1

Location: Mumbai – Lower Parel

Qualification:

Essential: MBA (Marketing/ Strategy), Masters in Technology, PGDM