

Job Description

Business Analyst

Company:

Decode'm.ai is a robo-research firm that is building a platform that uses "Code+AI" to decode data for insights. We intend to stream machine generated insights to consumers. Visit <https://www.decode.m.ai/> to find more and also explore our auto generated reports on various sectors & technologies. Backed by founders with IIM, top notch consulting, product building & CEO experience, we have raised a seed round funding from an institutional VC.

The Future of Insights is here...

... "Code+AI" auto generated reports. To modify this report or create your own write to us at: info@decode.m.ai

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 decode'm.ai
A robo-research firm



Role Description:

We are looking for a Business Analyst who will be the vital link between our product platform and our business objectives by supporting and ensuring the successful development of the content strategy.

Minimum qualifications:

- Degree/Masters or equivalent from reputed institutes in India/abroad
- Minimum of 1-2- years of past experience in research/business analysis
- Strong proficiency in MS Office, Excel, Word is required

Preferred qualifications:

- Prior experience in content marketing & growth hacking
- Proficient in social media marketing
- Bloggers

Responsibilities:

- Content (Top Down)
 - Develop content strategy for the platform and participate in the associated user experience decisions
 - Basis content strategy, do deep dive research into each of the thematic areas and propose a user centric framework for product development
 - Conduct 'voice of customer' (VoC) calls to get feedback on these aspects and probe use cases
 - Research and identify diverse data sources that can be used in each of the thematic areas for data mining
 - Derive specific use cases with input data sources identified, and assist in creating output (infographic) visualizations
 - Monitor industry trends and news and communicate key insights and findings to the product team
- Marketing support
 - Influencer marketing & promotion strategy support
 - Monitoring on social media channels and publishing content

Soft skills:

- Ability to be flexible, bias for action, manage time well, self-motivated, start-up multi-tasking, organized, attention to detail, ability to take initiative and meet deadlines under minimal supervision, ability to work under pressure

Business Skills:

- Analytical skills- ability to synthesize information and assist in creating an insightful recommendation. Ability to distil large amounts of information into specific takeaways
- Trend spotting – this role also requires the ability to notice, track, and analyse market trends and opportunities and determine how to strategically position it on the platform
- Communication skills – business analysts should be strong communicators, able to succinctly present data and information to clients in both verbal and written formats

Other aspects:

- Full time role, currently work from home, Bangalore/ Hyderabad preferred

If interested send your resume to info@decodem.ai with code **decodem-bus-analyst**.