

Asian Paints Career – Work From Home Jobs – Marketing Research Analyst

Hiring organization
Asian Paints

Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; GB; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

Date posted
April 12, 2024

Valid through
31.12.2024

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Base Salary

USD. 12 - USD. 19

Qualifications

12th Pass, Graduate, Post Graduate .

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Employment Type

Full-time, Work From Home

Description

Asian Paints Career

Be a Paint Detective: Join Asian Paints as a Marketing Research Analyst!

About Asian Paints

Have you ever wondered why your house looks so amazing after a fresh coat of paint? Asian Paints, a leading company in the world of colorful solutions, might have something to do with it! They've been creating high-quality paints and décor products for over 75 years, bringing life to homes across India and the globe.

The Position: Marketing Research Analyst

Do you have a curious mind and a knack for finding answers? As a Marketing Research Analyst at Asian Paints, you'll be like a paint detective, uncovering valuable insights about the market, customers, and trends. Imagine yourself asking questions like:

- What colors are people loving these days?
- What features are most important to homeowners when choosing paint?
- How can we reach new customers and spread the word about our amazing products?

You'll use your research skills to gather information, analyze data, and create reports that help Asian Paints make informed decisions about their marketing strategies and product development.

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Summary: Key Responsibilities, Skills & Qualifications

- **Unearth the secrets:** Conduct market research using surveys, interviews, and other cool tools.
- **Data detective:** Analyze the information you gather to find patterns and trends.
- **Storyteller with numbers:** Prepare clear and concise reports that everyone can understand, even if they're not math whizzes!
- **Stay on top of trends:** Keep an eye on what's happening in the paint industry and the world of design.
- **Team player:** Work alongside marketing, sales, and other departments to ensure everyone has the information they need.

Welcome Aboard, Fresher or Experienced!

Whether you're a college graduate with a marketing or research background or someone with a few years of experience under your belt, Asian Paints is looking for passionate individuals who are eager to learn and make a difference.

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Why Paint the Town Red (or any Color!) with Us?

- **Innovation is in our DNA:** Be part of a company that's constantly developing new and exciting products.
- **Learning never stops:** We offer opportunities for growth and development, so you can keep your skills sharp.
- **A workplace that pops with color:** Work in a fun and creative environment where your ideas are valued.
- **Make your mark:** Contribute to the success of a leading brand that touches millions of lives.
- **Amazing benefits:** Competitive salary, health insurance, and other perks to keep you smiling.

How to Apply

Ready to join the colorful world of Asian Paints? Head over to their careers page and apply for the Marketing Research Analyst position.

So, what are you waiting for? Unleash your inner detective and help Asian Paints stay ahead of the curve!

General Overview: Duties & Responsibilities

Here's a closer look at what your day-to-day might look like:

- **Developing research plans:** Identify research questions and design projects to gather the right information.
- **Collecting data:** Conduct surveys, focus groups, or analyze market research reports.
- **Data analysis:** Use software tools to analyze the data you've collected and find meaningful insights.
- **Reporting magic:** Create clear and concise reports with charts, graphs, and explanations that everyone can understand.
- **Staying informed:** Keep up-to-date on industry trends, competitor activity, and customer needs.
- **Presentation time!** Share your findings with marketing, sales, and other teams to inform decision-making.

This role is perfect for someone who enjoys a challenge, loves to learn, and is passionate about making a difference in a fun and creative industry.

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Important Links

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