



# WILL AI REPLACE ME?

## Marketing Research Analyst

### Media and Digital

AI dramatically increases the range of data available to Analysts, and their ability to reconcile and analyze it. It also multiplies the capacity to detect weak signals and new market trends.

However, a Marketing Research Analyst needs to identify local nuances and target specificities in their studies, which can go beyond simple automated analysis. Even though AI can design and deploy surveys, the understanding of human motivations & behaviors influencing market trends remains primarily a human skill.

Furthermore, while data analysis can be automated to some extent, formulating strategic recommendations requires nuanced interpretation and a global perspective that AI does not yet fully possess.

Automation degree: 46.67%

Significant Impact of AI on the Job



46.67%

## Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Conduct market studies to identify opportunities and trends.	Significant
Design and implement surveys for consumers to collect information.	High
Analyze the collected data and make strategic recommendations.	Significant

## Impact on skills

### At-risk Skills ↓

Adapting statistical data processing tools	With the proliferation of tools and their sophistication, this skill, although crucial today, could become standardized or simplified by more intuitive interfaces.
Formatting produced information	Automated writing, aided by AI, may take on a significant portion of content creation, although human supervision remains necessary.

### Future-proof Skills ↑

Monitoring and analyzing data sources	Determining the reliability and relevance of information sources remains crucial in a data-flooded world.
Promoting results with an operational and business focus	Even with technological advancements, the ability to translate complex data into understandable and relevant business insights is a skill that will remain crucial and difficult to automate.

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