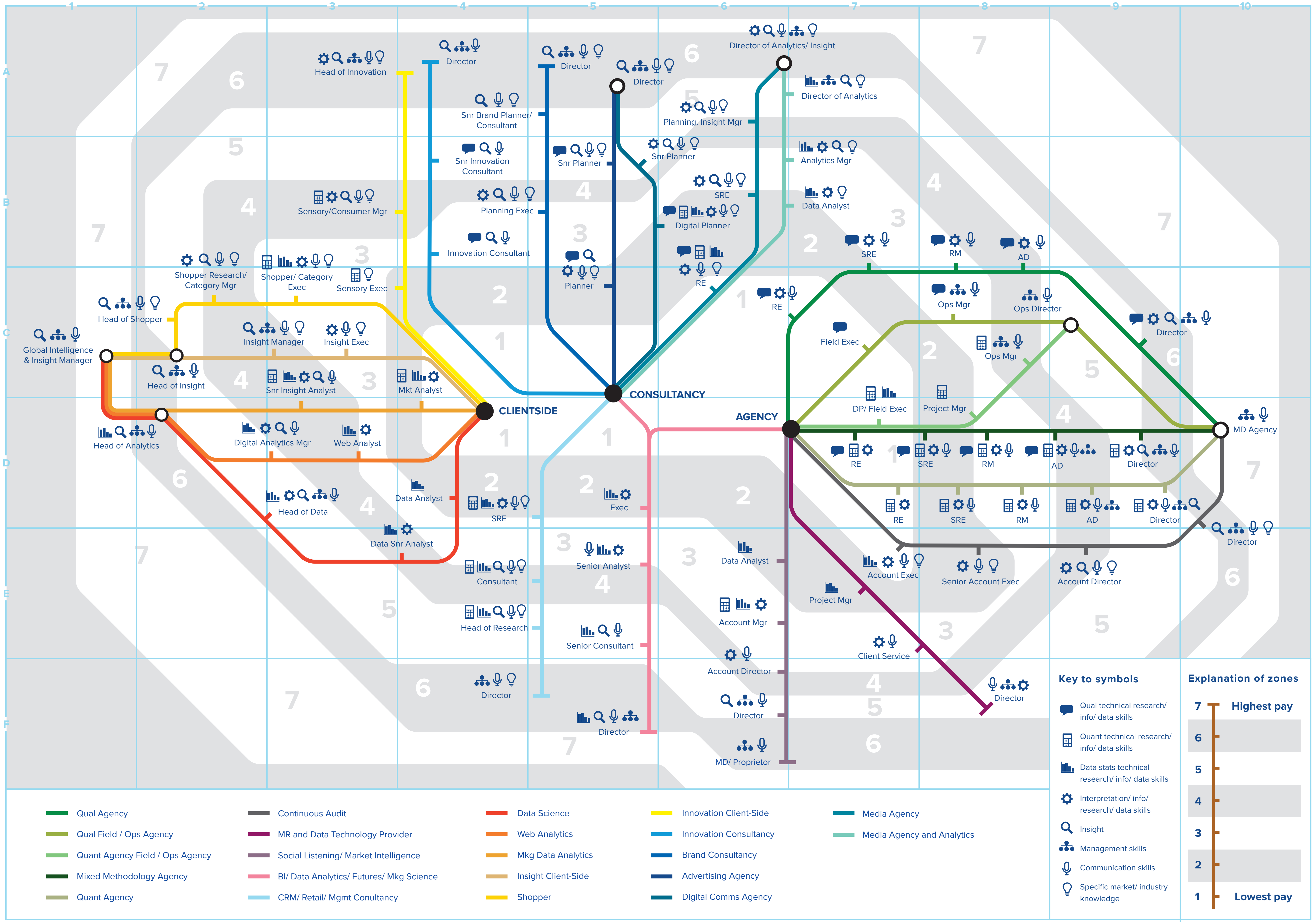
INSIGHT AND INTELLIGENCE INDUSTRY



- ▬ Qual Agency
- ▬ Qual Field / Ops Agency
- ▬ Quant Agency Field / Ops Agency
- ▬ Mixed Methodology Agency
- ▬ Quant Agency
- ▬ Continuous Audit
- ▬ MR and Data Technology Provider
- ▬ Social Listening/ Market Intelligence
- ▬ BI/ Data Analytics/ Futures/ Mkg Science
- ▬ CRM/ Retail/ Mgmt Conultancy
- ▬ Data Science
- ▬ Web Analytics
- ▬ Mkg Data Analytics
- ▬ Insight Client-Side
- ▬ Shopper
- ▬ Innovation Client-Side
- ▬ Innovation Consultancy
- ▬ Brand Consultancy
- ▬ Advertising Agency
- ▬ Digital Comms Agency
- ▬ Media Agency
- ▬ Media Agency and Analytics

Key to symbols

- 💬 Qual technical research/ info/ data skills
- 🖩 Quant technical research/ info/ data skills
- 📊 Data stats technical research/ info/ data skills
- ⚙ Interpretation/ info/ research/ data skills
- 🔍 Insight
- 👥 Management skills
- 🎙 Communication skills
- 💡 Specific market/ industry knowledge

Explanation of zones

7 Highest pay
6
5
4
3
2
1 Lowest pay

keen as mustard.
marketing for market researchers

eni
elizabeth norman international