Insights Analyst- IRL Consulting

IRL Consulting is a global leader in consumer and location intelligence, operating across the UAE, Singapore, and South Africa.

Location: Remote for UAE
Working days and hours: Monday to Friday from 8:00 a.m. to 5:00 p.m. with 1 hour lunch break
Major: degree in Economics, Mathematics, Computer Science, Computer Engineering, or any related field
Experience: fresh graduates are accepted
Major Responsibilities:

- Analyze mobility, demographic, and consumption datasets to produce market insights.

- Help build and maintain dashboards that visualize customer behavior, retail performance, and competitive dynamics.

- Identify trends, white space, cannibalization, and footfall movements.

- Support creation of visually compelling presentations, using PowerPoint and dashboards.

- Translate data into stories that influence business actions (target zones, co-marketing partners, expansion planning, etc.).

- Assist senior consultants on client deliverables and proposals.

- Assist in forecasting models, behavioral segmentation, and retention analysis using IRL's advanced tools.

- Support scenario planning for market potential, location prioritization, and audience profiling.

- Work closely with senior analysts, project managers, and sales teams to ensure insights align with client objectives.

- Collaborate on commercial storytelling and pitch decks.

Additional Requirements:

- Proficiency in data analysis and visualization (Excel, Power BI, SQL).

- Exposure to Python, R, or GIS tools (QGIS/ArcGIS) is a plus.

- Basic understanding of dash boarding and data storytelling principles.

- Previous internships in tech consulting, market research, or location intelligence.

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802