Market Research Analyst

About Quilt AI

At Quilt AI, we're revolutionizing how organizations understand human behavior by combining advanced AI technology with deep cultural insights. Our platform analyzes billions of digital interactions to uncover the cultural codes that shape decisions, preferences, and social movements across the globe.

We serve as the bridge between raw data and meaningful cultural understanding, transforming complex digital footprints into actionable insights that help organizations make more informed, culturally-relevant decisions.

Our Mission

At Quilt.AI, we believe every digital interaction tells a story. Our mission is to help brands understand these stories at scale, creating more empathetic connections between companies and consumers. Our platform combines the scale and speed of AI with the depth of cultural insight - reimagining traditional research through technology.

We decode the internet to help organizations deepen human understanding at scale. By analyzing millions of digital signals each day across search, social media, visual content, and language, we uncover the cultural drivers behind how people think, feel, and behave.

Job Description

As a Market Research Analyst at Quilt.AI, you'll be at the intersection of technology and human insight. In this role, you'll harness the power of our proprietary AI systems to analyze vast volumes of digital data. Your core responsibility is to translate this complex, large-scale data into clear, actionable cultural insights that help brands and organizations understand how people think, feel, and behave across different communities. With a strong foundation in cultural analysis and human behavior, you'll help shape how our AI interprets the digital world, making sense of nuanced signals and turning them into strategic narratives that guide decision-making.

- Analyze large-scale digital data (search, social, visual, web) using Quilt's AI tools to identify behavioral patterns and cultural trends
- Translate complex data into sharp, actionable insights that guide client strategies across industries
- Write client-facing reports and insight decks with clarity, structure, and strategic storytelling

- Present findings to clients, including senior stakeholders and C-suite audiences, with confidence and impact
- Manage projects end-to-end - from scoping and methodology design to insight delivery and follow-up
- Own client communication throughout project lifecycles, managing expectations, timelines, and strategic alignment
- Collaborate cross-functionally with internal teams (e.g., product, agentic, brand, content, design) to ensure seamless project execution
- Work across a range of industries such as, and not limited to, tech, fashion, beauty, wellness, consumer goods, and travel.

Qualifications:

- 2–3+ years of experience in market research, consulting, or cultural analysis - startup or agency experience a plus
- **Cultural Analysis Expertise:** Strong background in qualitative research, with the ability to identify and interpret emerging cultural signals from large digital datasets.
- **Digital & Social Intelligence:** Experience analyzing digital behaviors, online communities, search patterns, and social media trends.
- **AI Fluency:** Comfortable working in a fast-paced, AI-powered environment. Eager to learn and adopt new internal platforms, tools, and workflows as they emerge.
- **Data Translation:** Skilled at turning complex, unstructured data into clear, actionable insights that inform strategy and storytelling.
- **Excel Proficiency**: Confident in using Excel/Google Sheets (formulas, pivots, etc.).
- **Insight Communication:** Exceptional writing and verbal communication skills. Able to distill findings into sharp, compelling narratives and executive-ready decks.
- **Project Management:** Proven ability to manage projects end-to-end - from scoping and research planning to insight delivery and stakeholder alignment - and strong organizational skills.
- **Presentation Design & Structuring**: Proficient in crafting compelling slide decks that translate insights into clear, executive-ready narratives under tight timelines.
- **Curiosity & Agility:** A naturally curious thinker who thrives in a dynamic environment and is passionate about understanding how people live, behave, and express themselves online.

You'll Thrive Here If

- You're fascinated by the "why" behind online human behavior and cultural phenomena
- You enjoy translating complex cultural concepts into insightful solutions
- You're comfortable working in a fast-paced, evolving environment
- You appreciate the balance between qualitative insight and technological application

If you're curious about people, fluent in culture, and eager to work at the intersection of AI and insight to shape the future of brands, we'd love to hear from you.

** Only shortlisted candidates will be notified.