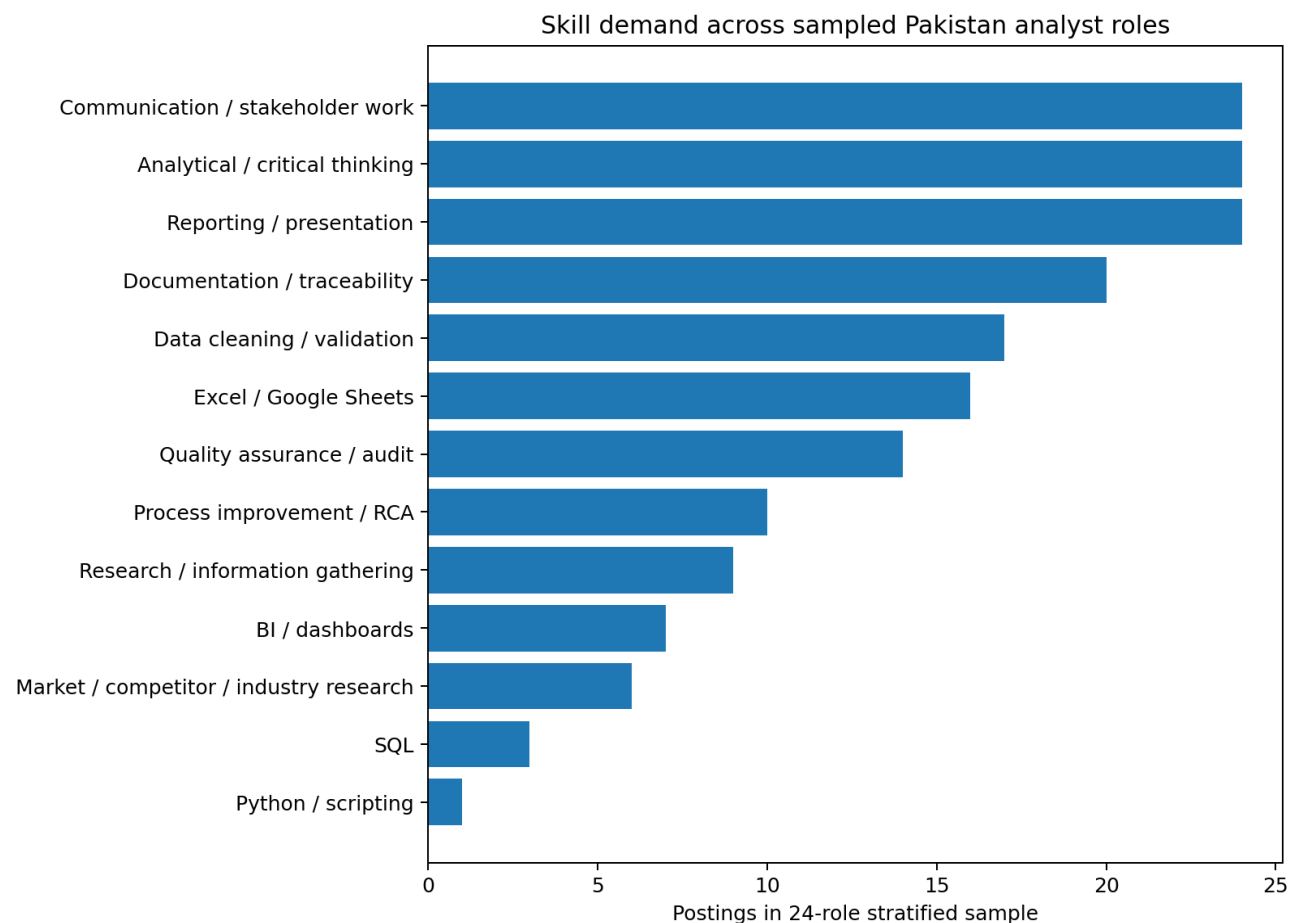


Pakistan Analyst Job Market & Skills Demand Study

A public-job-advertisement analysis of Research Analyst, Data Analyst and Quality Analyst roles in Pakistan. Observed 2026-07-27.

Portfolio status: Completed demonstration project. The dataset is a stratified sample of 24 public postings - eight per role family - designed to compare skills, not to estimate the market share of each role family.



Executive summary

The sample shows that analyst hiring in Pakistan is not divided into completely separate research, data and quality silos. Across all 24 postings, employers consistently asked for analytical thinking, reporting and communication. The differentiating layer was the operating method: research roles emphasized information gathering, market or competitor work and source documentation; data roles emphasized cleaning, reporting, spreadsheets, dashboards and selected SQL; quality roles emphasized validation, audit, traceability and process improvement.

For Furqan Ahmad's immediate job-search direction, the strongest short-term positioning is Research & Quality Analyst, supported by stronger spreadsheet evidence. Basic SQL and BI literacy should follow, but advanced Python is not a prerequisite for every target role in this sample.

1. Market visibility snapshot

Live job-board pages observed on the study date displayed 75+ Research Analyst results on Indeed Pakistan, 200+ Quality Analyst results on Indeed Pakistan and 767 Data Analytics results on LinkedIn Pakistan. These counts are dynamic, may include duplicates or adjacent titles, and are not directly comparable because each search engine uses different matching rules. They are treated only as visibility indicators.

2. Methodology

- Defined three target role families: Research, Data and Quality.
- Selected eight public postings per family to create a balanced comparison sample.
- Recorded employer, title, location, visible responsibilities, experience, education, tools, work arrangement, salary and deadline information.
- Coded thirteen recurring skill categories as present or absent using only visible job-ad evidence.
- Calculated overall and role-family skill frequencies.
- Kept source URLs and evidence notes in a downloadable workbook.
- Separated skill comparison from market-prevalence claims.

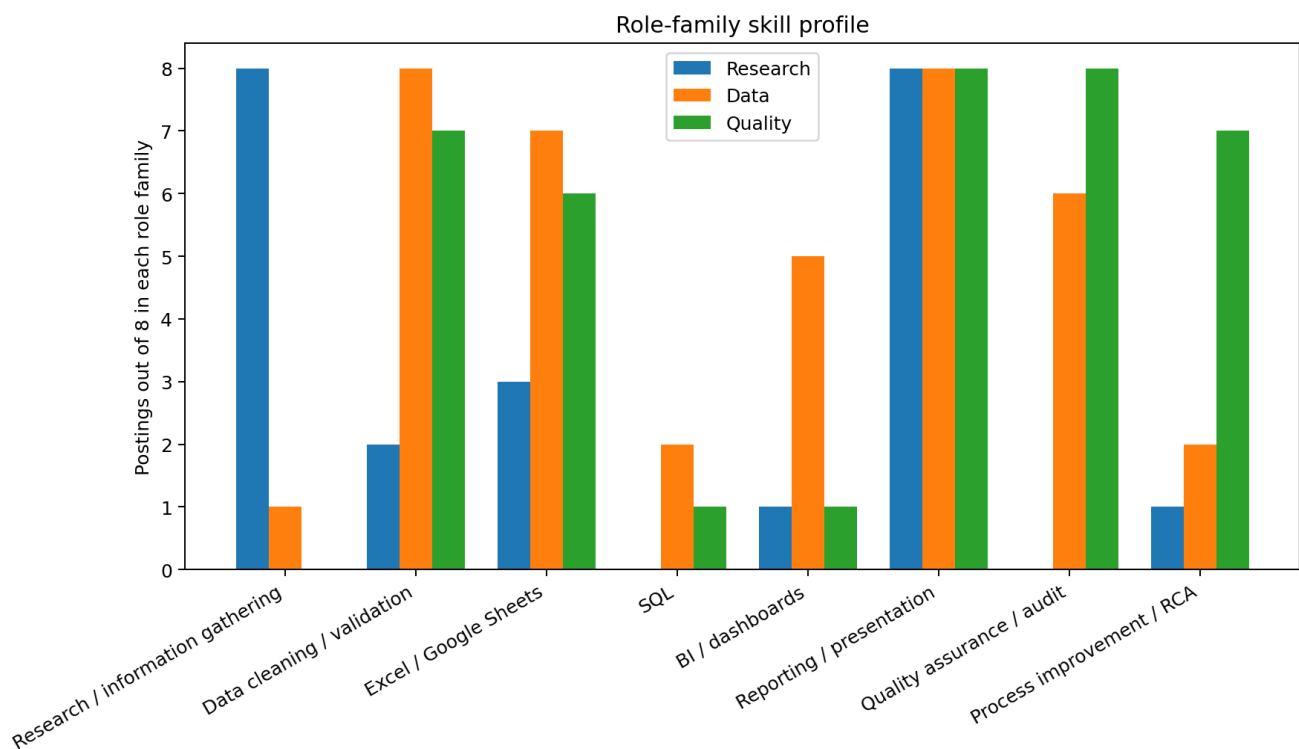
3. What types of roles are being offered?

Role family	Examples in the sample	Typical business outcome
Research	Business Research Analyst, Data Research Specialist, Market Research Analyst, Digital & Innovation Research Analyst, Research Analysis Intern	Find, verify and synthesize information to support strategy, market understanding, lead generation or client decisions.
Data	Junior Commercial Data Analyst, Data Analyst, MIS Officer / Data Analyst, MS Excel Data Analyst, Jr. Data Analyst - Retail Operations	Clean, retrieve, summarize and communicate operational or commercial data through reports, trackers and dashboards.
Quality	Data Quality Analyst, Quality Associate Data OPS, Junior Associate QA, Data QA Analyst, Project Coordinator & QA Analyst	Validate outputs, identify gaps, maintain standards, document issues and improve processes before information reaches users.

4. Skill-demand findings

Skill	Count	Share	Interpretation
Reporting / presentation	24/24	100%	A universal expectation across the sample.
Analytical / critical thinking	24/24	100%	A universal expectation across the sample.
Communication / stakeholder work	24/24	100%	Analysis must be explained, not only produced.
Documentation / traceability	20/24	83%	Especially strong in Research and Quality roles.
Data cleaning / validation	17/24	71%	Central to Data roles and highly visible in Quality roles.
Excel / Google Sheets	16/24	67%	The most accessible technical tool requirement.
Quality assurance / audit	14/24	58%	Strong in Quality roles and common in operational Data roles.
Process improvement / RCA	10/24	42%	A differentiator for quality and senior analyst work.
Research / information gathering	9/24	38%	Defining method for Research roles.
BI / dashboards	7/24	29%	Common in business-facing Data roles.
Market / competitor / industry research	6/24	25%	A core Research-role specialization.
SQL	3/24	12%	Important for selected Data and Data Quality roles, not universal.
Python / scripting	1/24	4%	Present as a desirable skill in only one sampled posting.

5. Role-family profiles



Research roles

All eight Research postings required research or information gathering. Six of eight involved market, competitor or industry research, seven required visible documentation or traceability, and all required reporting, analysis and communication. The sample supports a portfolio built around defined research questions, source logs, synthesis, limitations and recommendations.

Data roles

All eight Data postings involved cleaning or validation and reporting. Seven named Excel or Google Sheets, five involved BI or dashboards, two explicitly required SQL, and one listed Python as desirable. This supports a staged learning path: spreadsheets first, basic SQL second and BI tools third.

Quality roles

All eight Quality postings involved QA or audit and documentation; seven involved data validation and process improvement; six included Excel or MS Office. Quality work in this sample is broader than software testing and includes data, reporting, operations, standards and compliance.

6. Candidate skill-priority recommendation

Priority	Skill	Why	Portfolio evidence
1	Research method and writing	Core to target Research roles and executive communication.	Public-source provider assessment and job-market study.
2	Excel / Google Sheets	Visible across Research, Data and Quality roles.	Downloadable job-market workbook with source log, skill coding and charts.
3	Data cleaning and validation	Central to Data roles and common in Quality roles.	Job-posting data-quality audit and TajirZone experience.
4	Quality audit, RCA and CAPA	Differentiates reporting-quality and operational-quality candidates.	Quality audit scorecard, defect log and corrective actions.

Priority	Skill	Why	Portfolio evidence
5	Basic SQL	Required in selected commercial-data and data-quality roles.	Next-stage practice after initial job readiness.
6	BI dashboard literacy	Useful for KPI validation and business reporting.	Learn Power BI concepts after spreadsheet confidence.

7. Limitations

- The sample is stratified and intentionally balanced; it does not estimate how many jobs exist in each role family.
- Job advertisements can change, expire or be duplicated across platforms.
- Skill coding is based on visible wording and may undercount skills implied but not stated.
- Search-result pages sometimes provide partial descriptions rather than the complete employer posting.
- The analysis does not evaluate employer quality, compensation fairness or candidate-selection outcomes.

Source index

#	Source	URL
1	Indeed / BeBee	https://pk.indeed.com/viewjob?jk=ed78f68cc09a6e59
2	Indeed	https://pk.indeed.com/q-research-analyst-jobs.html
3	Indeed	https://pk.indeed.com/q-%E2%80%9Cdata-analyst%E2%80%9D-jobs.html
4	Indeed	https://pk.indeed.com/q-junior-commercial-analyst-l-lahore-jobs.html
5	Indeed	https://pk.indeed.com/q-burq%2C-inc.-jobs.html
6	Indeed	https://pk.indeed.com/q-data-analyst-l-lahore-jobs.html
7	Workable / BeBee	https://apply.workable.com/brainlake-agency/j/7B24DC8731/apply/
8	NIQ / JobLeads	https://jobs.smartrecruiters.com/oneclick-ui/company/NielsenIQ/publication/6558618c-05ad-4a9e-91d3-6e96ba42b31f
9	Indeed	https://pk.indeed.com/q-quality-analyst-jobs.html