

Melike Taner

Customer Insights & Commercial Strategy
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PERSONAL PROFILE

I am a consumer and customer insights professional with over five years of experience across FMCG, tobacco and retail consultancy, supported by a degree in Statistics. I combine retail and loyalty data, consumer research and social listening to understand customer behaviour, evaluate brand and category performance, and identify growth opportunities. My experience includes managing projects for major UK and European clients, supporting product launches and translating complex findings into clear commercial recommendations. I bring analytical rigour, strong stakeholder communication and a practical approach to turning insights into action.

PROFESSIONAL EXPERIENCE

Senior Consultant **Sep 2025 – Present**
CACI Ltd.

- Manage customer insights projects for McArthurGlen, one of CACI's largest clients, analysing customer behaviour and brand performance across its UK and European designer outlet portfolio.
- Advise Shaftesbury Capital on customer and visitor behaviour across Covent Garden, Carnaby Street, Soho and Chinatown, informing retail strategy and destination growth opportunities.
- Analyse customer profiles, spending patterns, visit behaviour and catchment dynamics to understand how different audiences engage with retail destinations and brands.
- Examine differences between tourists, local residents and wider catchment visitors, identifying implications for retail mix, customer engagement and commercial performance.
- Scope and prioritise client requests, translating business questions into focused project plans and coordinating timelines, stakeholder communication and delivery.
- Build visual, straightforward presentations that connect analytical findings with strategic recommendations for senior stakeholders.
- Coach junior analysts, share analytical approaches and review deliverables for accuracy, clarity and commercial relevance.
- Actively use Microsoft Copilot and Claude to support reporting and automation workflows, reviewing outputs to ensure accuracy and quality.

Strategic Insights Executive **Sep 2023 – Aug 2025**
Japan Tobacco International

- Owned insights and performance reporting across the Reduced Risk Products portfolio, with a particular focus on Nordic Spirit nicotine pouches, alongside Ploom (heated tobacco) and Logic (vape).
- Analysed EPOS, loyalty and online sales data using Nectar, Dunnhumby, Circana, SKUtrak, Sabre and Hayyp to understand shopper behaviour, brand choice and channel performance.

- Supported NPD launches through sales and consumer analysis, identifying distribution opportunities and assessing performance to guide brand and commercial decisions.
- Combined category performance, consumer evidence and competitor tracking to identify growth opportunities and inform distribution and marketing priorities.
- Built dashboards and regular performance reports to track sales and commercial KPIs, helping brand, retail and activation teams identify underperformance and prioritise improvements.

Customer Insight Analyst **Dec 2022 – Jul 2023**
Mondelez International

- Provided category-level insights by integrating EPOS and customer loyalty data (Circana, Nectar).
- Analyzed promotional effectiveness and return on investment, highlighting opportunities to improve commercial performance.
- Supported media performance tracking, contributing insights to discussions on marketing effectiveness.
- Provided analytical consulting to brand and category managers for data-driven decision making.

Consumer Insight Specialist **Oct 2019 – Dec 2021**
Kimola Data Technologies

- Managed custom social listening research projects for clients across FMCG, pharma, tobacco, finance and automotive, from research scoping through to delivery.
- Analysed consumer conversations across social media and online forums to understand brand perceptions, emerging trends and customer needs.
- Worked with brand and marketing teams to translate business questions into research plans, delivering reports and recommendations for product development, campaigns and communications.
- Identified emerging cultural trends, consumer pain points, and brand perception gaps that informed product development, digital media strategies, and communication tone of her clients.

EDUCATION

Middle East Technical University (ODTÜ)
Department of Statistics Ankara, Turkiye

TOOLS & SKILLS

• MS Office • Alteryx • Power BI • SQL • Tableau • Social Listening: Kimola Analytics, Brandwatch • Retail & Loyalty Data: Circana (IRI), Sabre, Nectar, SKUtrak • Online: Haypp • Insite

LANGUAGES

- Turkish (Native)
- English (Fluent – Written and Spoken)