DATA SCIENTIST (M/F/D), MARKET ANALYSIS & DIGITAL PRICING

Deadline: 28th February 2020

Job duties
We’re looking for a Data Scientist to join our team, to provide robust analysis and comprehensive predictive models in achieving data-driven commercial gain. You’ll work with a team of strong data scientists, data engineer and visualisation developer to facilitate end-to-end delivery of insights, models and data products. Your primary focus is to utilise your skills in statistical analysis and modelling to conduct AB test on prices of our digital contents, assist on experimenting key online commercial levers to optimise sales, review and improve our predictive models covering price elasticity, sales forecasting, and market share extrapolations. You will also provide a wide range of in-depth analysis to inform commercial strategies of our publishing contents. Your analysis will be communicated clearly and effectively to the business to influence decisions that maximises impact. You will build and share best practices from your analysis across both our UK and international divisions. Your remit covers both the UK and International markets, across both print and digital contents.

You are required to interrogate large databases of information utilising your high numerical literacy, strong data query skills, and your ability to partner with our data warehouse team and data engineer, to manage and manipulate large databases in a big data environment. You need great attention to detail to ensure data and analysis accuracy. This role has a strong emphasis on building and driving cutting-edge analytics that could influence our stakeholders to make the right data driven decisions in their marketing and commercial strategies.

Job requirements
• Passionate about reaching data-driven and quantitative conclusions, data management and visual analytics
• Hands-on in dealing with big data using SQL, Python and R
• 3-6 years professional experience working in business analytics or any comparable analytics positions
• Professional experience in using R/Python as the primary tool for statistical modelling, in-depth analysis, including regression, segmentation, key univariate and multivariate analysis principles, additionally web scraping and productionise data process and mathematical models
• Professional experience in conducting robust AB test with business recommendations that optimises KPIs
• Confident in presenting your findings to both a technical and a non-technical audience using effective data visualisation techniques and ability to command business narratives in layman terms
• Able to prioritise and multitask, often in deadline driven environment
• Team player, and able to work with others across various levels and roles
• Have a strong background in any of Maths, Statistics, Economics, Physics, Operational Research and Decision Sciences etc
• Passionate about a career in the publishing/media industry

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