WE'RE HIRING

Role: Associate Manager_ Advanced Analytics
Department: MSCI
Location: Mumbai

B A R C BROADCAST AUDIENCE RESEARCH COUNCIL INDIA

What India Watches™

Job Role:

The Data Scientist supports the Head– Data Science & Advance Analytics by conducting data extraction, data manipulation, and advanced analytics using various statistical and Machine Learning techniques to support both the Measurement Science Department as well as various corporate projects.

Job Responsibilities:

- Conducts experimental data mining, fusion and data modelling projects.
- Designs and applies modelling algorithms to be deployed for production improvements.
- Discovers new data sources and new uses for existing data sources.
- Creates and enhances statistical models for numeric and categorical data.
- Designs fusion and modelling approaches and documents processes and outcomes.
- Works across a broad range of data platforms, formats and processing techniques.
- Exposure to data management and data engineering techniques.
- Cleans, modifies and formats large data sets.
- Combines technical skills with business savvy to transform large amounts of data into relevant and actionable insights.
- Uses advanced Analytic techniques such as Log-linear Modelling, CHAID Analyses, Regression Analysis, Markov Chain Attribution, Logistic Regression, Clustering, Decision Trees, Optimization, Simulation, Cross Validation etc. using R / Python.
- Develops new technical skills and improves business knowledge to encourage innovation

Job Specification:

- Qualification: M.Sc. in Applied Statistics, Biostatistics
- Experience: 5 to 8 years
- Expertise in R & Python. Working knowledge of Scala will be an advantage.
- Specialized experience in data mining, machine learning and predictive analytics.
- Advanced knowledge of parametric, non-parametric and Bayesian statistics (e.g., Markov Chain Monte Carlo, Conjoint Analysis, Neural Networks, binary or multinomial Logistic Regression, Log-linear modelling) required.
- Knowledge of structured and unstructured databases
- Project management skills an asset