Ipsos is looking for a Data Scientist

❓ WHO ARE WE?

Ipsos is one of the three biggest market research companies in the world. Worldwide, Ipsos can be found in 88 countries and is counting over 16,600 employees. In Belgium, Ipsos is one of the leading companies with 140 employees. Based on consumer and customer surveys, social media analysis, analysis of existing data, … we help our clients to make better decisions, to improve their products, to determine the price of their products, to make their brands more dynamic, to create better advertising campaigns, and to keep their customers satisfied. Our customers come from very diverse industries: telecom, FMCG, durables, finance, services … and we carry out research for them in a B2C as well as a B2B context.

Are you up for a job in market research?

IPSOS IS LOOKING FOR A DATA SCIENTIST:

The Data Science team of Ipsos Belgium seeks a Data Scientist to anticipate the growing amount of analyses and their increasing complexity. The team is working closely together with the operational and research teams. We want to extend the team to further develop our skills on data analysis, social media analyses, data fusion, (web) text analyses and generally big data applications.

🔍 YOU WILL BE RESPONSIBLE FOR:

> Developing and exploiting our expertise on analyses using multiple and diverse data sources
> Conducting diverse advanced statistical analyses on market research data.
> Techniques include segmentation, conjoint (choice behavior), regression techniques, modelling, data mining, text mining, data fusion,…
> Consulting the research teams with methodological advice and support to interpret analyses
> Automation of tools for frequent analyses, for internal and external use
> Developing new algorithms for statistical analyses
> Setup big data applications and various modelling strategies
> Contributing to elaborate training material for research teams as well as to present (internal) trainings

⭐ DO YOU RECOGNIZE YOURSELF?

Personality
> A true passion for working with diverse types of data from different sectors
> Interested in market research
> Simple and clear communication capacities regarding (advanced) analyses
> Critical and analytical mindset
> Functioning well independently as well as in team
> Customer oriented
> Creative and solution oriented
> Ambitious and willing to continuously develop yourself

Knowledge
- Preferably: Master degree in Economics, Marketing, Applied Sciences, Mathematics, Physics, Social Sciences. A PhD is an added value.
- Strong statistical insights, by experience or training
- Knowledge or experience in analyzing social media data, databases, web data...
- Experience with programming in one or more languages, like SPSS, R, Python, SAS, …
- Experience with some of the following techniques: segmentation, regression analysis, factor analysis, conjoint, data mining, predictive modelling, text analysis, data fusion...
- Knowledge or experience in big data platforms and tools is an asset
- Knowledge of SQL is an asset
- Fluent in Dutch and English, French is an asset

WHAT DRIVES THE PEOPLE WHO WORK AT IPSOS:

- You arrive in a young and driven team where collegiality is not an empty word
- You work in an international environment
- You help customers whose products and brands you, your family, and friends know and use yourself
- You add the opinion of the consumer to the decision process of a lot of companies in Belgium, in other words impact!
- You work on a project base so you have a lot of variety
- You get to know divers customers and sectors
- You work closely with our customers, and you get satisfaction in presenting the results
- We work with the latest technologies like eye tracking, social listening, virtual reality,…
- We like people to grow, but preferably at a pace they feel comfortable with themselves
- We do a lot of activities with the colleagues to get to know each other better

CONTACT US!

Send your CV and a motivation letter with reference 'DS' to Barber Stes - Barber.Stes@ipsos.com. For more information about our company have a look at www.ipsos.com/en-be/aboutus .