

## Marketing Science Analyst

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Company: GfK

Location: İstanbul

Category: other-general

### Description

We deliver tailored statistical analysis to our clients to address their business issues related to consumer behavior and/or other marketing issues. As a partner to our clients in advanced statistical and prescriptive analytics solutions, we are looking for **Marketing Science Analyst** .

### Responsibilities;

Apply corresponding statistical methodology to quantitative market research data such as correspondence, normalization, driver, TURF, conjoint, maxdiff, forecasting, modelling, segmentation, regression, cluster, etc.

Work closely with project management teams who deliver marketing research insights to clients

Effectively manage own workload & be responsible for the delivery of analysis outputs to project teams.

Support the development of data driven research designs.

Leverage knowledge exchange in the broad GfK marketing science community, regional and/or global

### Requirements;

Bachelor's degree preferably in statistics, economics, econometry, informatics, mathematics with a strong focus on data analysis (PhD or Master degree is a plus)

Ideally more than 2 years of work experience in the field of data analytics either in academy or private sector,

Strong knowledge of analytic software tools and/or programming languages, with special focus on **SPSS, Excel, R and Python** .

Solid understanding of different statistical analysis methods such as **correspondence, normalization, driver, TURF, conjoint, forecasting, modelling, segmentation, regression, cluster** , etc.

Ability to handle large (behaviour) datasets and ‘break down’ complex data and statistics into recommendations

Work cross functionally with different teams and stakeholders in an international setup.

Eye for detail and high-quality standards

Ability to fluently communicate in an English business environment,

Good inter-personal skills – treat others with respect, be co-operative, friendly and considerate of others.

We are an ethical and honest company that is wholly committed to its clients and employees.

We are proud to be an inclusive workplace for all and are committed to equal employment opportunity, focusing on all of our employees reaching their full potential.

We respect and value every employee regardless of race, ethnicity, gender, sex, sexual orientation, age, personality, experience, culture, faith, socio-economic status, or physical or mental disabilities.

We endorse the core principles and rights set forth in the United Nations Declaration of Human Rights and the Social Charter of Fundamental Rights of the European Union, promoting the universal values of human dignity, freedom, equality, and solidarity.

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