

Analytics Specialist

Marketing – Berlin, Berlin

Marley Spoon is the new way to cook. Bringing **delightful, market fresh** and **easy** cooking back to the people while building a **sustainable** supply chain for a waste-free world.

We deliver top quality fresh ingredients, in the exact quantities required, with chef-designed easy-to-cook recipes, to thousands of households across the globe. We currently service the US, EU, and Australia with three brands – Marley Spoon, Martha & Marley Spoon, and Dinnerly. Marley Spoon simplifies weeknight cooking and helps busy people skip the supermarket. But in the end it's simple: We started Marley Spoon because we love cooking and embrace food! We are currently looking for a Modelling Specialist / Analyst based in Berlin to join our Retention Team.

Responsibilities

- Become an expert in our datasets, provide data insights, drive key improvement initiatives and work with other teams to integrate results into working products.
- Cover the entire range of building analytical models (Prescriptive, Predictive, Diagnostic, Descriptive).
- Build predictive and segmentation models (e.g. RFM segmentation, churn prediction, sentimental analysis) making use of relevant and available historical data from DWH, in line with business objectives.
- Develop, implement and maintain the statistical offer propensity and channel propensity models using data mining algorithms whether supervised, unsupervised, reinforcement or deep learning.
- Monitor the outcome of already developed models and improving the model accuracy over time by fine-tuning and adding additional layers.
- Close collaboration with DWH and IT stakeholder to deploy the developed analytical models.
- Documentation and presentation of models' techniques, process, output and results.
- Build reporting that conveys a clear picture of the customer segments and models to capture company's improvement efforts based on the output of the models.
- Development of SQL to build and enhance stored procedures for data mining.

Skills

- Extensive hands-on experience in building segmentation and prediction models with large datasets using various algorithms and techniques (decision trees, logistic regression, neural networks, clustering, etc.)
- Ability to attach complex business questions with data and curiosity to dive deep, identifying the root cause and solutions, rather than just the trends and reporting.
- Effective prioritize projects, manage multiple competing priorities simultaneously and drive projects to completion.
- Effectively communicate with both business and technical teams.
- Advanced skills and hands-on experience in SQL

- Experience in quantitative methodologies and executing projects using tools such as SQL, R, Python, SAS or SPSS Modeler
- Experience with Big Data analysis tools or other programming languages (e.g. Spark, Hadoop, Scala, Java, Hive, Looker) is a plus but not a must
- Experience with data visualization tools
- Understanding of DWH ecosystems

Experience

- Years of Experience: > 2 years (in an analytics and data mining capacity); additional business experience a plus but not necessary
- Industry: no specific criteria but experience in a data-intensive industry (e.g. Telecom, E-Commerce, Banking) preferred

Love the sound of the position, but don't think you're the ideal candidate? Please apply!
At Marley Spoon we value learning and growth.

Contact Person

- Ammar Qureshi ammar.qureshi@marleyspoon.com
(Jacobs University Alumni Class of 2018)