



Data Analysis Intern

Job Summary

It is the belief of the One World Marketing department, that data collection and analysis is vital in directing and developing future marketing strategy, and to adapt current marketing efforts in real-time. Most of the One World businesses collect enough consumer information to draw inferences on consumer behavior and to benchmark current marketing strategies using such metrics as ROI, efficiency, and reach. Under the direction of the Director of Marketing, the data analysis intern will analyze and interpret data collected through each brand's point of sale, and use such interpretations to make future recommendations to the sales and marketing team. In addition, a successful intern will develop tactics to collect additional consumer data through avenues outside of available databases.

Responsibilities

- Analyze and interpret data collected by marketing efforts in order to provide strategic recommendations to sales and marketing
- Monitor customer behavior including product sales, product mix, frequency of purchase, etc..
- Report various coupon redemption metrics monthly and quarterly, as appropriate
- Collaborate with sales and marketing to conduct bi monthly competitive analysis using real-time market share data combined with analysis of company profiles, differentiators, marketing campaigns, and current offerings

Skills/Qualifications

- Currently enrolled in Indiana University
- Commit 5-10 hours per week (flexible schedule)
- Strong verbal and written communication skills
- Willingness to take initiative and think critically
- Works well both individually and in a team environment
- Availability on nights, weekends, and during IU holidays/break strongly encouraged
- Prompt and reliable
- Strong organization skills
- Comfortable working with large datasets
- Microsoft office skills - Excel knowledge required
- Data analysis class - similar to BUS-K 201

Benefits

- Paid internship
- College credit available
- Pizza X Discount
- Discount at all other One World Enterprises establishments

Sample of Work

- We will provide a data set. Please provide a return on investment analysis, interpret the data, and make a recommendation.

To Apply

- Email Carly Ostmeyer, at internmanager@bloomington.com with your Resume and a list of 2 professional and 1 personal references. You will be contacted shortly. There is a 2-phase interview process if accepted.
- There are requirements per each position, and will be discussed if you are asked to continue the first round interview.