LL - Business Intelligence
Big Data, Data Mining, Machine Learning
Placement Location: Lincoln
Application Deadline: 31st of August

Vacancy Description
Start Date: July – September
Duration: 6 months

The Host Company
The Host Company designs and sells high quality gifts for children aged 3 to 8. Most sales are made direct to consumers over the web. Main markets are UK, Germany and France, and USA just starting. The Host Company's CEO is very hands-on, assisted by a tightly focussed E-commerce team of 6.

The Placement
The Host Company has a proven record of using technology to address its business issues. It has developed its own forecasting and planning tools using data within NetSuite (ERP database), Excel and R. Mainly numerical, this is a heavy statistical application using Arima Time Series Data. The Host Company wants to move on to use R and Natural Language programming to improve its listings on the web sites where it sells its products. Word clouds are one level of output, but the main objective will be to build an understanding of consumer emotional behaviour through a logically built series of analytical steps. This style of approach is described generally in:
- https://eight2late.wordpress.com/2015/05/27/a-gentle-introduction-to-text-mining-using-r/
The student will be working closely with the CEO, E-commerce manager and Systems Developer.

The ideal student(s)
- Excellent spoken English, written proficiency less important - mother tongue unimportant
- Good understanding of R, Excel - VBA an advantage
- Knowledge of SolidWorks advantageous.
- Team player, working within the E-commerce team, identifying opportunities and constraints within the project Technically proficient and able to work alone delivering the project

Contact: ispo@emc-dnl.co.uk
Students can register on our website http://www.ispo.co.uk/students/21/my-account-register to receive other internship offers