

## Graduation Internship - Data Scientist - Marketing Analytics

You are looking for a graduate internship in machine learning, econometrics or a related study? And you are excited about the dynamic field of marketing and ecommerce? Know that Objective Partners has a spot available

### What will you be doing?

Write your thesis about one of our possible subjects, such as:

1. How to use customer data (CRM) and behavior on the website to identify the 'next best action' (for example, sending a newsletter or serving a certain advertisement on a website)?
2. How to further incorporate Branding Value in our marketing optimization models?

Additionally:

- Present the results to our (and your!) customer.
- Look around and see how your study is put into practice by your colleagues, and help them out if you have the time.
- Play table tennis and/or table football.

### Who are we looking for?

- Team players with drive, persistence and consulting skills.
- People with profound interest in marketing and ecommerce.
- A master student in machine learning, econometrics or a related (math/statistics) study. Preferably with online marketing experience and fluent in Dutch and English.

### Where?

- At Objective Partners, a young and dynamic spin-off of ORTEC that focusses on applying mathematics in the marketing and ecommerce domain.
- In a growing, positive and encouraging environment.
- Based in Amsterdam, yet, we tend to spend a healthy part of our time at our clients.

### How?

- Using for example R, Python, PHP, Java, SQL, Tableau (or Microsoft Excel).
- Supported by other smart people, partially PhD.
- Combining business knowledge, mathematics and technology.

**Why?** At Objective Partners we know what it takes to write a successful thesis. We all have written one ourselves. Together with you and our customer, we will make sure that the right data is made available. And we will support you, but you have to do the job!

Apply now through [andre.merkus@objectivepartners.com](mailto:andre.merkus@objectivepartners.com) and we will let you know soon!

