

Data Scientist

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Company: MBC Group

Location: united arab emirates

Category: other-general

Responsibilities:

1. Data Analysis and Visualization:

Analyze large datasets to identify trends, patterns, and opportunities for optimization in content performance, audience engagement, and revenue generation.

Develop interactive dashboards and visualizations to effectively communicate insights to stakeholders.

2. Predictive Modeling and Machine Learning:

Build predictive models to forecast audience behavior, content consumption patterns, and advertising performance.

Implement machine learning algorithms for personalized content recommendations and targeted advertising campaigns.

3. A/B Testing and Experimentation:

Design and execute A/B tests to evaluate the impact of different media strategies, content formats, and user experiences.

Interpret test results and provide actionable recommendations for improving performance and user satisfaction.

4. Audience Segmentation and Persona Development:

Utilize clustering and segmentation techniques to identify distinct audience segments based on demographics, behavior, and preferences.

Collaborate with marketing and content teams to develop audience personas and tailor content strategies to specific audience segments.

5. Collaborative Problem-Solving:

Collaborate cross-functionally with stakeholders from marketing, content, product, and engineering teams to address complex business challenges and drive data-driven decision-making.

Requirements:

Bachelor's or Master's degree in Computer Science, Statistics, Mathematics, Data Science, or a related field.

Proven experience (5 years) working as a data scientist or similar role in the media, entertainment, or related industry.

Proficiency in programming languages such as Python, R, or SQL for data analysis and manipulation.

Strong understanding of statistical concepts and experience applying them to real-world problems.

Experience with machine learning techniques and libraries (e.g., scikit-learn, TensorFlow, PyTorch).

Excellent communication skills with the ability to translate complex technical concepts into actionable insights for non-technical stakeholders.

Strong problem-solving skills and a passion for leveraging data to drive business impact.

Experience with media

analytics platforms, content management systems, and digital advertising technologies is a plus.

Unfortunately, due to the high number of responses we receive we are unable to provide feedback to all applicants. If you have not been contacted within 5-7 days, please assume that at this stage your application has been unsuccessful.

#J-18808-Ljbffr

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