The Big Data team within the Data Science Watch Methods organization focuses on improving and enhancing Nielsen’s highly successful traditional television and over-the-top products out in the marketplace for advertising and content measurement. As part of this exciting team, this position will focus on developing new methodologies to measure audiences across platforms (including on “connected” or “over the top” devices, smart tv’s, or set top boxes) and on evaluating and integrating new data assets and partners into Nielsen’s existing methodologies in order to enhance or expand the data delivered to clients.

Skills Required:
- Bachelor’s degree in Statistics, Social Science, Operation Research, Mathematics, or Computer Science with outstanding analytical expertise. (Master’s degree preferred)
- 2 to 3 years of experience with one or more of the following: python programming, data manipulation, data integration, weighting, sampling, survey or market research, trend or pattern recognition, statistics, data aggregation techniques, automation, or quality assurance.
- Must be proficient with Python, Spark, or Scala to develop sharable software with the appropriate technical documentation.
- Must be proficient in SQL and large-scale databases.
- Must have ability to manipulate, analyze, interpret large data sources, and tell a story from data through analyses
- Must have strong verbal and written communication skills.
- Must have ability to work alone and with a team
- Must have critical thinking skills necessary to evaluate results in order to make decisions
- Must demonstrate intellectual curiosity and persistence to find answers
- Demonstrate interest in Nielsen methodologies, data collection, platforms, research processes and operations.

Skills Desired:
- Experience with data visualization tools (e.g. Tableau, Spotfire)
- Experience with machine learning techniques
- Experience working with cloud based or big data technologies (e.g. Databricks)
- Proficiency in Unix

Key Responsibilities:
- Learn and become an expert in how big data flows through Nielsen systems in order to create reliable data pipelines that will feed into methodology development processes.
- Work with cross-functional teams to implement and validate enhanced audience measurement methodologies.
- Independently write custom Python and SQL code.
- Drive technical solutions to complex business problems. From lightweight automation to designing and building robust/scalable solutions. Strong focus on optimization.
- Key tasks include – but are not limited to – trend analyses, identifying methodological and process improvements, representation/sampling, bias reduction, indirect estimation, data integration, automation, generalization, data integration, examining large volumes of data, harmonization as well as working with different data sources.
- Pro-actively gather information, as needed, to work independently and with a team.
- Support in detecting and addressing quality escapes.