Title: Sr. Data Scientist  
Job number: 26485  
Location: Tampa, FL

The Digital Product team within the Data Science Watch organization focuses on improving and enhancing Nielsen's highly successful products out in the marketplace for digital advertising and content measurement. As part of this exciting team, this position will focus on developing new methodologies to measure digital audience across platforms (including on “connected” or “over the top” devices) 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.

Key Responsibilities

- Develop new methodologies to measure cross-platform audience on new digital devices and platforms, leveraging data from multiple sources (including 3rd party)
- Evaluate quality and accuracy of demographic data from these sources, using statistical models and existing Nielsen data assets
- Develop processes to implement, maintain, and enhance these methodologies in client-facing products
- A liaison and subject matter expert with key internal stakeholders (e.g. application development, engineering, client business partners)
- Stay up to date on industry changes to digital measurement (e.g., new devices and platforms, privacy laws updates, changes in browser/app measurement, etc.) and critically assess how it would impact Nielsen measurement.
- Engage in discussions on strategic direction of product from a client perspective.
- Stay informed of new research and developments in the field
- Confidently represent Data Science methods and approaches to internal and external partners and clients.
- Participate in internal and external knowledge exchanges (conferences, workshops, webinars).

Skills Required:
This position requires a detail-oriented person who has experience in big data analysis using multiple data sources and statistical research, and who enjoys working in a fast-paced environment. Ability to problem-solve, work independently on critical initiatives and see the big picture are keys to success in this position.

- Bachelor’s (Master’s preferred) in statistics, quantitative social sciences, economics, operations research, or hard sciences (e.g. engineering, computer science, biology, physics, etc.) with outstanding analytical expertise and strong technical leadership
- 1 - 3 years of work experience focusing on the following:
  - Creating, organizing, analyzing, and correcting very large datasets using statistical models
  - Coding in data science-related programming languages; required experience with Python
  - Proficiency in SQL & big data technologies.
  - Leading and managing complex projects with multiple stakeholders
- Excellent communication & presentation skills (written and verbal)
- Demonstrated experience working in teams
- Industry knowledge of digital audience/media measurement
- Ability to work independently and solve complex problems

Skills Desired:

- Experience working with global cross-functional teams of various sizes
- Experience with data visualization tools (e.g. Tableau, Spotfire)
- Experience with machine learning techniques
- Experience working with cloud based technologies (e.g. Databricks)