

Market Development & Insights Business Analytics Intern – Masters/MBA

Req ID: 184030BR

Job Description

In this new era, IBM is reshaping industries with our expertise in Cloud, Analytics, Security, Mobile, and the Internet of Things – changing how businesses build, collaborate, analyze, and engage.

At the heart of this transformation is our Market Development & Insights team. We provide a trusted, objective view of the market and its impact on IBM, empowering IBMers to drive actions that grow the business. All MD&I team members need to have strong business insight and a desire to work in partnership with IBM executive leaders.

We are looking for Masters level applicants with previous professional experience in business analytics. Leveraging internal and external data sources, MD&I Analytics experts are expected to produce forward-looking insights that will drive value and growth for the business based upon solid evidence in data. Key data sources include Client Experience, Primary Research, and Brand Health. We are looking for dynamic individuals with experience in providing meaningful insights on client behavior and trends over time, developing analytic solutions, and presenting findings and recommendations to key stakeholders.

MD&I's 10-week summer internship program will provide you with the opportunity to work on strategic projects that address real business challenges facing IBM's decision makers. Throughout the summer, you will participate in educational sessions to develop skills, join in on networking opportunities to connect with other members of MD&I and across IBM, and gain exposure to many different parts of IBM's business.

Your responsibilities will include:

- Collaborate with IBM's business leaders to understand business analytics needs and identify business priorities on a strategic project
- Provide compelling, fact-based findings through organizing and extracting data, information, and insights from various sources and methods – including primary and secondary research, competitive analysis, and market opportunity analysis
- Practice Design Thinking principles to focus on our stakeholder's needs and desired outcomes, and to work with agility within the team
- Present findings and recommendations to IBM leadership in a clear and concise manner that enables business action

You should exhibit the following strengths:

- Technical expertise in drawing inductive inferences from data, developing and evaluating statistical regression and classification models, hypothesis testing, design of experiments and pattern discovery

- Advanced analytics techniques, such as predictive and prescriptive models, multivariate regression, look-alike models, and cluster analysis
- Application of advanced analytics techniques in support of describing behaviors, explaining relationships, making predictions, measuring performance, controlling outcomes, and optimizing actions
- Adept communication skills including writing, presentation, storytelling and effectively sharing recommendations
- Demonstrate personal responsibility and self-discipline in a highly independent working environment
- Collaborative approach to teaming

IBM and MD&I offer a flexible, agile, and collaborative work environment with numerous professional development and growth opportunities.

Position is located in New York City, NY.

Required Technical and Professional Expertise

- Current pursuit of Master's Degree with expected 2020 graduation
- At least one year of experience with one or more of the following tools: SPSS and SPSS Modeler, Python, R, SAS
- Readiness to travel 10% travel annually
- English: Fluent

Preferred Tech and Prof Experience

- Current pursuit of Master's Degree in Business Analytics, Statistics, Data Science or related field
- 2+ years in a consultative profession
- 2+ years in business analytics, data science or predictive modeling
- Knowledge of market research and marketing analytics
- Skills in relationship management
- Strong written and oral communication skills
- Interest in the technology industry

EO Statement

IBM is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin,

genetics, disability, age, or veteran status. IBM is also committed to compliance with all fair employment practices regarding citizenship and immigration status.