Data Scientist - Customer Analytics

King – Barcelona – 04/2015

Job description

Data Scientist - Customer Analytics

We are looking for a talented and creative Data Scientist/CRM Analyst. You'll have a proven ability to apply your skills, be it technical, behavioural or economic, in order to generate value.

Your role within our Kingdom

If you want to improve the experience of King's 300 million+ players across our network of games, then this may be the right opportunity for you. You'll help us to further understand, model, predict, segment and retain our players. You will be part of a community of 80+ business intelligence & analytics experts, while working on a daily basis in smaller teams of 6-8 people. As a data scientist in the CRM team, your role will be focused on profiling customer behaviour and analysing our campaigns.

Specifically, you'll:

* Identify potential business opportunities and scope/design approaches to capture those opportunities
* Translate business needs to technical requirements and AB-tests, then work with development teams to ensure correct implementation and tracking
* Develop an analysis strategy and perform analysis of complex scenarios and AB-tests, both systematically and on a one-off basis.
* Carefully check, debug, and problem solve issues to ensure you deliver accurate and clear analysis and reports, even when confronted by subtle data complications
* Provide an analytics perspective to discussions and helping to drive the priorities within your team

Skills to create thrills

You have a passion for quantitative analysis and will have the ability to draw business insights which will add real value to King. You will need to demonstrate the ability to learn quickly and will have worked in a fast paced and collaborative environment. This role will involve working with teams and individuals across King - such as Game Developers, Business Performance Managers and Marketeers, so excellent communication skills are essential.

While we certainly don't expect you to have all of these skills from day one, we do expect you to learn and develop in each of the following five areas:

* Business Insight: The ability to understand the problems and issues our games and business wants to solve, and then defining the right data, analysis or interpretation to lead to the right recommendations and decisions
* SQL: The ability to write complex SQL queries to analyse our databases with 300+ million players, and work effectively with both Hive and relational database systems.
* Analytical coding: Using tools such as R, Python (and also Excel) for analytical purposes
* Stats: Understanding the appropriate statistical or machine learning techniques to use in different circumstances.
* Communication: Designing good ways of communicating, visualising or reporting your results/analysis so they are clear and unambiguous

There is plenty of scope at King for you to learn from your colleagues in the areas where you have less experience, and to share your own skills where you are stronger.

Specific experience that might be helpful, but is not required, includes: experience in the games industry or similarly sophisticated customer-facing digital businesses; experience in "big data" systems such as Hadoop, Hive; experience in behavioural psychology/economics; robust understanding of more advanced statistical techniques suitable for analysis of highly skewed populations; experience in predictive analytics, segmentation, and related areas;

experience in experimental design; software engineering skills in Java and other languages (beyond R and Python which we use most frequently); skills with standard reporting tools such as QlikView/Tableau/etc.

Personal Attributes

- Smart – intellectual dexterity
- High integrity
- Low ego
- Pragmatic problem-solver - someone who looks for solutions rather than worrying about problems

Our Kingdom

King Digital Entertainment plc (NYSE: KING) is a leading interactive entertainment company for the mobile world. We make games for millions of players worldwide, which can be played on our king.com and royalgames.com websites, Facebook, and mobile platforms such as the Apple App Store, the Google Play Store and the Amazon Appstore. King has game studios in Barcelona, Berlin, Bucharest, London, Malmö and Stockholm along with offices in Malta, San Francisco, Seoul and Tokyo.

Want to be treated like royalty?

Join us and you will get the opportunity to make a real difference! Using your creative insights skills will make a significant impact to making our games entertaining for our players.

The brilliant experience we give our players comes from the diversity and experience of our people. A great saga needs all sorts of heroes. That's why we hire all sorts of talent.

About this company

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King is a worldwide leader in casual games with more than 30 billion games played per month globally. We are a leading interactive entertainment company for the mobile world. Our mission is to provide highly engaging content to our audience to match their mobile lifestyles: anywhere, anytime, through any platform and on any device. In June 2013, an average of 92 million daily active users played our games more than one billion times per day. Our top title to date, Candy Crush Saga, is one of the largest interactive entertainment franchises of all time.

Our focus is to provide a highly engaging, differentiated entertainment experience where the combination of challenge and progress drives a sense of achievement. We make our games available for free, while players can purchase virtual items priced relative to the entertainment value they provide. We embed social features in our content that enhance the player experience. We build on a unique and passionate company culture predicated on collaboration, humility and respect. We believe all of these in combination have made our content a core part of our audience's daily entertainment.

King has offices in London, Hamburg, Stockholm, Malmö, Barcelona, Malta, Bucharest and San Francisco.