

# Data Scientist

TAPTAP Networks - Madrid, ES 04/2015

## About this job

### Job description

#### Why TAPTAP?

**TAPTAP Networks** sits at the epicentre of innovation in the media and advertising world. We are mobile ad tech specialists using both data savviness and creative acumen to deliver the right message to the best audience.

**About SONATA:** Sonata brings automation and scale to running advertising campaigns. Imagine processing thousands of potential ad impressions every single second, across hundreds of countries, and making real time decision on which message to show to a user based on hundreds of parameters. This is what Sonata does every day. Leveraging Big Data and massive computational power to revolutionize the way advertising is bought and sold.

**Our Culture:** We are ambitious, demanding and passionate. We think globally but act locally and collaboratively to meet our ambitious growth objectives. We see opportunity where others see vulnerability.

**The opportunity:** Build up our data science capabilities from the ground up. You will be given a great deal of autonomy in identifying opportunities for improving the performance of Sonata core advertising platform by leveraging big data and scientific methodologies. The end goal is to deliver highly converting users to our advertisers at the best price. This will imply identifying the best audience for a given message, finding the optimum pricing in real time, and delivering actionable insights back to advertisers and AdOps teams.

**About you:** You are an experienced mathematician with deep understanding of software development. Running regression analysis, cluster analysis and identifying patterns in huge amount of data is no problem whatsoever for you. You seek perfection and thrive to test, analyze and refine your algorithms all the time. You are comfortable interfacing with core developers for both complex data request and articulating the logic of mathematical formulas that need to be integrated in our production environment.

#### Responsibilities

- Perform data regression analysis to estimate the probability of a converting event out of the context of an ad impression and the profile of the potential viewer. Formulas may be used for pricing decision, campaign prioritization and yield optimization.
- Drive cluster analysis to categorize ad inventory and user behavior. Categories may be used for campaign targeting, look-alike modeling, yield management, and reporting.
- Forecast and model available inventory and ad performance given a set of parameters for a campaign and its budget. Review various scenarios with Sales and/or the advertiser, and provide guidance as to best strategy for meeting business objectives.
- Run ongoing A/B tests and analysis to monitor the performance of optimization and clustering algorithms. Refine and update if needed.
- Work closely with product management to articulate and quantify business benefits derived from optimizations and intelligence that could be added to the platform.
- Support sales and customer-facing teams to deliver analysis and recommendations leveraging our unique data set and insights. Such insights could encompass shopper behavior, response rates to advertising activities or optimal marketing mix.

- Liaise with the core developers to implement the agreed upon optimization and analytics modules within the production environment, across multiple teams and agile development cycles.
- Collaborate with development and system engineering to define the needs for data warehouses, ETLs and the data science & analytics platform.

### **Requirements**

- +5 years of experience as data scientist or business analyst using big data manipulation, analysis and visualization tools (e.g numerical packages of Python, R, Matlab, D3).
- BS or MS in Mathematics, Computer Science or related technical/scientific discipline.
- Prior experience applying ML, prediction-algorithms at scale in product in at least one of the following applications: recommender systems, time series prediction, NLP, decision systems.
- Passion for storytelling through data – navigating the high dimensional complex nature of programmatic advertising and presenting a narrative that guides viewers towards conversion.
- Comfortable with developing prototypes using modern web and app development tools and processes.
- Proficient with complex data architecture, NoSQL databases knowledge (MongoDB and Redis desirable).
- Experience with Agile development practices (SCRUM).
- English fluency. Sonata's working language is English.

### **Bonus Points**

- Open source projects or any active pet project.
- Quality assurance is a priority for you.
- Shipping fast. Not being afraid to try and fail.
- Ability to work independently, set timelines and execute to plan.
- Verbal and written communication skills.
- Interest in learning and sharing knowledge with the other team members.
- Learning quickly and being self-reliant. Experience in working in a startup or small teams preferred.

### **Benefits**

- Permanent position based in Madrid
- Unique opportunity to build up and scale an essential practice and team within global organization
- Very Competitive compensation package, according with the candidate's profile & experience
- Ticket Restaurant / Health Insurance
- Company sponsored training
- Great working environment

### **About this company**

TAPTAP Networks, The Mobile Engagement Company.

Since our founding in 2010, TAPTAP has grown to become the leading mobile advertising network in Spain. We offer exclusive access to inventory, transparent buys, advanced tech and turn key solutions.

We are focused on deliver the best results for advertisers and the highest eCPMs for our exclusive publishers, each time keeping the best mobile user experience. We are always developing products to reach mobile audiences worldwide.

A lot can change in mobile business, but some things never change: our care for content and our care for audiences.