



## STUDENTS @ ADIDAS ANALYTICS

HOW IS ADIDAS BENEFITING FROM SPONSORING THE UEFA CHAMPIONS LEAGUE? HOW CAN WE FIND THE IDEAL PRICE POINT FOR NEW PRODUCT LAUNCHES? WHAT IS THE EFFECT OF DESIGN, PRICE AND CAMPAIGNS ON CONSUMER DEMAND? HOW CAN WE BETTER UTILIZE REPETITIVE PATTERNS BEHIND CONSUMER JOURNEYS?

YOU HAVE A PASSION FOR DATA AND YOU ARE KEEN ON HELPING ADIDAS UNDERSTANDING QUESTIONS OF SUCH NATURE?

### THEN LET'S TALK.

The Big Data & Analytics team at adidas is looking for students supporting us in finding us answers to various analytical questions as interns or working students.

Your role includes:

- Investigating data sources like social media, e-com, transaction, demographic data and assessing their importance for analytics
- Acquiring and preparing data for analytical purposes
- Performing explorative data analysis to generate business relevant insights
- Communicating analytical results in a business language

You bring:

- Experience with statistical methods like regression, classification, cluster analysis, time series analysis
- Good R programming skills
- Business mindset with very good numerical and analytical skills and interest in business processes in the consumer goods industry
- Know how in database technologies preferred
- Fluent English (verbal and written)

Location: Herzogenaurach, Germany

Contact: [lydia.mammen@adidas-group.com](mailto:lydia.mammen@adidas-group.com)