**Associate Manager - Data Science- job post**

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Hyderabad, Telangana•Remote

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**Full job description**

Overview:

Provide data science / data engineer support for the Demand Accelerator group who works with FLNA Sectors; a part of the broader Global Business Services function in Hyderabad, India.

This role will help to enable accelerated growth for PepsiCo by building pipelines, aligning data, and performing predictive and prescriptive analytics approaches for PepsiCo to drive actionable insights at the national, regional, store, and shopper level.

Key responsibilities will be to build and manage pipelines in a cloud environment, manage data and prepare data to be used for advanced analytics, artificial intelligence, machine learning, and deep learning projects

Responsibilities:

**Support Demand Accelerator Shopper Insights team with delivery of insights**

* Work within cloud environment (e.g., Microsoft Azure, AWS, Google Cloud)
* Build and maintain data pipelines for use in advanced analytics, artificial intelligence, and machine learning projects
* **Monitor FLNA store potential pipelines, investigate and bring pipelines back to normal if pipelines fail**
* Clean and prepare data for use in advanced analytics, artificial intelligence, and machine learning projects
* Build analysis in Python with accompanying documentation
* Execute predictive and prescriptive analytics with an emphasis on actionable insights to be deployed in the market or with shoppers
* Advise and share Advanced Analytics models and best practices with Regional Category Managers to leverage and build Advanced Analytics capability.
* Develop, maintain, and apply statistical models to business questions - including forecasting, marketing mix, price sensitivities/corridors, drivers analysis, market structure, etc.
* Collate and format consumer learnings from custom insight outputs, sales performace reporting, industry periodicals, and social listening resources, etc to help inform and develop future consumer insights strategies
* Provide responses to ad-hoc follow-ups when double-click (additional questions) required with tables/charts for relevant data
* Create visualizations to be used in explaining and clarifying difficult concepts and analytical insights

**Support relationships with the key end-user stakeholders in PepsiCo US HQ and region offices**

* Own flawless execution of analytics exercises
* Responsible for managing multiple priorities; being able to manage deadlines and deliverables
* Lead communication with Business Partners and potentially end-users on matters such as available capacity, changes of scope of existing projects and planning of future projects
* Deliver outputs in line with the agreed timelines and formats while updating existing project management tools
* Flag and monitor any business risks related to delivering the requested outputs
* Partner with stakeholders and service center leadership to develop and finetune internal COE processes (work-flow mapping, pain-points and bottlenecks management) both related to service delivery and internal center operations
* Improve existing processes based on frequent Business Partner & end-user feedback loop

Qualifications:

* An experienced analytics profession in a leading consumer goods company. 4 years+ experience
* Education: B.Tech/MA/PhD in economics, sociology, math, statistics, marketing or management
* High degree of familiarity with CPG and Food & Beverage industry data sources, including Nielsen/IRi (POS and HH panel), GlobalData, Kantar Worldpanel, etc.
* Deep understanding of CPG industry business performance outputs and causal measures, their relationships, and how to address business questions in a robust way that translates to simple outputs
* Proficient with Power Point and Excel
* Experience with Agile development methods, SQL, Python, Tableau, Power BI, D3 open source visualization, deep learing tools (e.g., Tensorflow, Keras, Pytorch)
* Experience in statistical model development (Probabilistic graphical models, marketing Mix Models, Market Basket Analysis, Cannibalization Models, Share of Market Forecast Models, General and Bayesian Regressions). Database management and programming capabilities.
* Strong collaborator: Interested and motivated by working with others. Actively creates and participates in opportunities to co-create solutions across markets; will be willing and able to embrace Responsive Ways of Working
* Can easily see how insights/research learning can improve businesses impact and frames up reporting efforts and opportunities to inform business decisions
* Proven analytics, shopper research experience, or consumer insights experience applying statistics to CPG industry business problems
* Operational experience from business servicing sector and/or consulting experience would be a plus
* Language: English Fluent

**Essential:**

* World-class stakeholder management skills
* High degree of organizational savvy
* Solution-oriented approach to problem solving
* Ability to challenge requests in a constructive way that does not damage relationships or slow progress
* Depth and breadth of syndicated data analytics and statistical modeling
* Complete understanding of internal & external data sources that could contribute to analytics roles across service centers
* Experience leading model development, scaling, and deploying across markets for sustained usage and impact
* Strong analytical thinking with proven ability to connect data & insight from category consumption, brands drivers, macro & micro trends, and future forces of consumer change and deliver clear implications for the business