**Responsibilities**

OCVideo is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy by offering a home for creative expression and an experience that is genuine, joyful, and positive.

- Generate useful features from large amount of data

- Apply supervised and unsupervised machine learning techniques, such as linear and logistic regression, decision trees, and k-means clustering

- Develop segmentation models, classification models, propensity models, LTV models, experimental design, optimization models

- Perform statistical analysis such as KPI deep dives, performance marketing efficiency, behavioral clustering, and user journey analytics - Curate audiences and inform engagement tactics to enable differentiated, relevant marketing touches across channels (social, email, in app, push)

- Synthesize analytics and statistical approaches into easy-to-consume storylines, both visually and verbally, and provide indicated actions for executive audiences

- Capture business requirements for data and analytic solutions and collaborate XFN to ensure business requirements align with business needs

- Analyze creatives and surface insights that will help drive engagement and retention.

- Support day-to-day collaboration with performance marketing to communicate insights and recommend data informed strategies

**Qualifications**  
- BA/BS in statistics, mathematics, economics, industrial engineering or other quantitative discipline - 5-10 years of experience in data science - Experience building data science models (Regression, Decision Trees, K-Means, etc.)

- Experience with large data sets and analytical tools, e.g. Hive, Spark) - Proficiency in scripting languages (SQL, Python, R, etc.)

- Experience working with international partners in different time zones