BCG X Data Science Virtual Internship

Background Information

​Welcome—we’re excited you’re here.

​BCG X is the tech build and design unit of BCG where our teams combine cutting-edge technology, data science, and human-centered design to build and scale the bold ideas that deliver real impact for our clients. Today, you’ll be stepping into the shoes of a BCG X Data Scientist to gain first-hand experience solving complex problems at the intersection of business, data, and technology.

​In this simulation, you’ll be working with a case team to help a client, PowerCo, investigate a problem with customer churn. PowerCo suspects price sensitivity is driving their customers to switch providers—the data tells a more complex story. Your job is to dig into the data, develop hypotheses, build predictive models, and translate your insights into strategic recommendations.

This experience reflects the real work our teams do every day:

•Framing business problems through a data science lens

•Analyzing and cleaning real-world datasets

•Engineering features that drive better predictions

•Building and evaluating models using tools like Python

•Communicating your findings in a clear, actionable way

But this simulation isn’t just about the technical steps—it’s about embracing curiosity, independence, and iteration. Like many BCG X projects, you’ll work with incomplete information, balance multiple hypotheses, and encounter unfamiliar terminology. Our teams thrive on ambiguity and move fast to uncover what matters most.

Whether you’re passionate about analytics, interested in how AI drives decisions, or just love solving tough problems with a creative, data-driven mindset—you’re in the right place.

To get you started, the Lead Data Scientist on the case has sent you an email with more details about the BCG X, the client, and your role. When you're ready, download the email to view the materials and begin your journey.