**Senior Data Scientist- Decision Science**

* Data Science & Analytics
* Zillow Group
* Seattle

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**About the team**

Zillow Group is currently seeking a Senior Data Scientist to join the Decision Science team in our Seattle office. Our team is tasked with absorbing billions of rows of data from dozens of sources, organizing them, analyzing them, and visualizing them to help inform both short- and long-term decision-making.   
  
Our structure is very flat and you will soon find yourself communicating directly with Senior Leadership. Each team member focuses on a cross-section of the Zillow Group community. Below are some of the areas in which our Data Scientists focus their energy.  
  
Business - Build data-driven insights to fuel the future of each of Zillow Group’s businesses (e.g., Agent, Rentals, New Construction). Find opportunities for innovation and assess performance of current initiatives.  
  
Marketing - Develop strategies for B2C and B2B marketing efforts through a wide range of marketing channels and measure their performance.  
Product - Analyze how our consumers are interacting with our web and app products to ensure we are providing them with a delightful experience.  
  
Sales - Analyze the intersection of human behavior, incentive structures, and sales process to build a more efficient sales force.  
  
Pricing - Develop and implement pricing strategies that deliver the best value possible for our clients (Premier Agents, Lenders, Landlords, etc).  
  
Tools - Create data-focused information products from billions of data points we collect every single day for internal and external clients.

**About the role**

Once you're here, you'll work to make important, strategic decisions that influence the direction of the company. More specifically:

* Dive into Zillow's internal and third party data (think Hive, Presto, SQL Server, Redshift, Python, Mode Analytics, Tableau, R) to make strategic recommendations (e.g., personalized user flows, segmented marketing audiences, more accurate pricing forecasts).
* Lead analytical efforts to develop scalable and methodologically rigorous approaches to performance measurement (e.g., AB testing, incrementality testing), forecasting, and other applications of advanced analytics.
* Serve as a mentor to other Data Scientists on the team and Analysts across the company by leading  learning academies and serving as an available resource for all things related to analytics.
* Develop a common language and approach to analyzing and communicating information and insights across teams.
* Tell stories that describe analytical results and insights in meetings of all sizes with diverse audiences.
* Provide analytics-oriented thought leadership across a variety of technical and non-technical audiences to ensure that all levels of Zillow Group make data-driven decisions.

**Who you are**

You will not shy away from complexity or uncertainty. You will develop a deep understanding of our mission, business models, and personas. We want you to use that intuition you've developed (both in business and real life) to find opportunities for growth and cultivate insights from our massive data sets. We're looking for a seasoned data scientist who has:

* An undergraduate or Master's degree in a quantitative field (e.g. science, engineering, economics, finance, statistics, or similar).
* 6+ years of work experience involving quantitative data analysis and complex problem solving (preferably focused on consumer-facing internet products).
* Complete command of SQL, Excel, and either Python or R, along with some experience with Tableau and/or Mode.
* Extensive experience directly querying multi-terabyte-sized data sets (with Hive and Presto) including clickstream data (like Google Analytics), third party data (like Facebook) and raw data ingested from non-standard platforms.
* A strong understanding of concepts, terminology, and measurement issues related to web analytics along with a history of applying advanced analytical approaches to derive insights from the data.
* Strong written, verbal, and visual communication skills to concisely communicate in a way that provides context, offers insights, and minimizes misinterpretation.
* The skills to work cross-functionally and push business partners to focus on realistic goals and projects.

**Senior Data Scientist, Instant Offers**

* Data Science & Analytics
* Zillow Group
* Seattle

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**About the team**

Zillow’s Consumer Analytics team helps tackle problems and derive insights for organizations across the company. Each team member focuses on a cross-section of the Zillow Group community. The team structure is very flat. You will soon find yourself communicating directly with Senior Leadership. You will work with leaders to make important, strategic decisions influencing the future of the company.

**About the role**

Zillow is currently seeking a Senior Data Scientist to lead user acquisition efforts within Zillow’s Instant Offers Analytics team. Our team is tasked with absorbing billions of rows of data from dozens of sources, organizing them, visualizing them, and analyzing them to help inform both short- and long-term decision-making. As a data scientist on our team, you are both a leader with a vision for partners in marketing, and a ‘roll-up-the-sleeves and get it done’ technical expert in analytics related to paid marketing and user acquisition. Once you’re here, you’ll lead analysis on SEO, SEM, Mobile Apps, Paid Social, Direct Mail, Digital Advertising, TV Advertising and whatever else our marketing team dreams up to acquire users interested in selling their home through Zillow’s Instant Offers. You’ll help guide Zillow’s efforts while also providing valuable insights as an individual contributor yourself.

As a part of the team, you will:

* Coordinate with other data scientists, big data and machine learning engineers, product developers, and marketers to develop a common language and approach to analyzing and communicating information and insights.
* Work with leaders in marketing, product, and analytics to compile robust data sets describing Zillow’s user acquisition efforts to assess the effectiveness of our initiatives.
* Identify and size opportunities for new initiatives.
* Dive into Zillow’s internal data (think Hive, Presto, SQL Server, Python, Mode Analytics, Tableau, R) to develop critical metric monitoring tools, conduct segmentation and pathing analyses, design and analyze AB test results, and create forecasts for user acquisition and engagement.
* Evaluate and summarize the performance of user acquisition efforts in weekly, monthly, and quarterly meetings to keep existing efforts on track, measure progress toward goals, and identify areas for improvement.
* Work with partners to fine-tune and adopt our approach to multi-channel modeling to Instant Offers, and to interpret model outputs into tangible marketing strategies, goals, and targets.
* Explore Zillow’s clickstream data and streams of marketing-related data to compile AB test results, craft stories describing the effectiveness of implementation and strategy changes, and pursue the development of a multi-touch attribution system.

**Who you are**

We’re looking for a top-tier data scientist and manager that has:

* The technical skills to absorb and disentangle billions of rows of data
* The communication skills to work with a diverse set of partners to develop and implement multiple concurrent and complex project road maps, and (3) the tenacity to embrace and complete a challenging work stream.
* You have an Undergraduate or Master’s degree in a quantitative field (e.g. science, engineering, economics, statistics).
* You have 4-6 years of work experience involving quantitative data analysis and complex problem solving focused on paid marketing.
* You have foundational analytical skills (e.g., total command of Excel and SQL, experience using R and/or Python) and are a Tableau pro.
* You are comfortable talking about methods used in media mix modeling, and can turn model outputs into actionable marketing strategies.
* You have worked with gigantic data sets and are comfortable accessing those data (even if they’re in JSON) with Hive and Presto.
* You have interacted with clickstream data (e.g., command of Google Analytics) and raw data ingested from paid marketing channels (e.g., Adwords, Facebook) and have derived insights from those data sources to positively-influence the business.
* You understand concepts, terminology, and measurement issues related to web/app analytics and online marketing in terms of user engagement and traffic acquisition/retention.
* You have strong written and verbal communication skills, and work well on teams of all sizes with representatives from a diverse set of technical backgrounds.
* You have experience successfully coordinating and leading large, long-term, multi-team, multi-disciplinary projects.
* You have a passion for what you do.