Company :	**Alphonso Labs Pvt. Ltd.**
Company Name :	**Alphonso Labs Pvt. Ltd.**
Nature Of Business :	
Designation :	**Business & Data Analyst**
Tentative Job Location :	Bangalore, India

Alphonso is on a mission to make TV an even better advertising medium for brands, agencies and networks. Today, we are the fastest-growing TV data company with the industry's largest TV data set. Since 2013, we have been creating new ways for brands and agencies to reach targeted TV audiences across all digital devices. Our best-in-class TV ad analytics enables brands to see the offline impact of their campaigns.

We are looking for smart minds energized to tackle some of the very complex challenges to push the envelope on scale and efficiency. We look for people with strong technical and analytical aptitude; people who â€‹can thrive in a fast-paced, high-volume, and deadline-driven environment. We work hard, innovate every day, and have a ton of fun doing it.

Job Location

- **Bangalore, India**
- **Mountain View, CA, USA**
- **New York, NY, USA**

In Alphonso, <u>all positions are global</u>. What that means is that the team members (including new hires) are eligible (no special requirements) to relocate to any of the overseas Alphonso offices. The title and responsibilities remain the same independent of the location. The salary and other benefits are adjusted based on economic parameters specific to the location.

The initial posting for all campus hires will be in Bangalore, India. For those who desire to work from an overseas location, will be able to apply for the relevant work permits and visas. The relocation will be contingent on obtaining the needed approvals from the foreign government body.

What do Business & Data Analysts do at Alphonso?

Business and Data Analysts works on a range of Alphonso's products spanning TV-to-Digital Retargeting and Insights for a growing portfolio of customers, which have a â€‹significant impact on our business and the success of our customers.

Description :

- **On TV Retargeting fronts, have the ownership of digital ad campaigns running on TV data for Fortune 500 brands. Analyse the key campaign metrics and work with the Ad Operations team to increase the effectiveness of customers' ad spends**

- **On Insights fronts, aâ€‹nalyse TV advertising campaigns for National brands and Local businesses, measure the effectiveness of their marketing dollar investments on TV advertising, understand competitor's advertising strategy and recommend marketing decisions on future campaigns**

- **Research on TV viewership behaviour, Industry-wide Ad spend on TV for online publication/news, e.g. Effect of the â€‹absence of live sports (due to Covid-19) on TV viewership trends**

- **Create case studies by analysing past TV viewership and exposure data**

- **Develop and run data science experiments and implement the insights gained from experiments across customers**

- **Work with Sales and Account Managers to understand customers' KPIs and goals**

- **Work with the Engineering team to understand the underlying drivers of positive and negative performance across our customers**

- **Work with the Products Management team recommending new products ideas and improvement**

A few challenges which our team is currently tackling:

- **What tools should we make to scale up to meet the needs of an increasing portfolio of customers?**

- **How can we analyse the data from 15+ million TVs households across the USA in a time-efficient manner for TV Retargeting and Insights customers?**

- **How can we improve our existing processes with possible automation for quick turnaround and error-free deliverables?**

- **How can we creatively come up with new ways to present the data which are easy to comprehend and actionable for customers?**

Eligibilty :

Program	AE	BSBE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
BT	Yes	Yes	Yes	Yes	No	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
BS	--	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
MT	No	No	No	No	No	No	No	No	No	--	--	--	--	--	No	--	--	No	No	No	No	--
DoubleMajor	Yes	Yes	Yes	Yes	No	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dual	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dualB	Yes	Yes	Yes	Yes	No	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	--	--	Yes	--	Yes	Yes	--

dualC	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--
Mdes	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--
MBA	--	--	--	--	--	--	--	--	--	--	--	--	--	No	--	--	--	--	--	--	--	--
Phd	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
MSc	--	--	--	--	--	--	--	--	--	No	No	No	--	--	--	--	--	--	--	--	--	No
MSR	No	No	No	No	No	No	--	No	No	--	--	--	--	--	--	No	--	--	--	--	No	--

Bangalore, India:

- **CTC ~20,00,000 INR per Annum (approx)**

- **Gross 15,00,000 INR per Annum**

USA:

- **CTC ~70,000 USD per Annum (approx)**

- **Gross 60,000 USD per Annum**

Bangalore, India:

- **1200 Stock options**

- **Employer's contribution to Provident Fund up to 21,600 INR per year**

- **Medical Insurance Cover of 10,00,000/- Per Annum for employee and the dependents (family floater)**

- **Free Breakfast / Lunch**

- **1-2 Offsite Trips to India / Overseas**

- **Two weeks of Accommodation on Twin sharing basis at the time of joining**

- **One-way Economy Class Air Fare from one's College or one's home town to Bangalore**

USA:

- **1200 Stock options**

- **401-K (Retirement Savings)**

- **Medical/Dental/Vision and Life Insurance**

- **Free Breakfast / Lunch**

- **1-2 Offsite Trips to India / Overseas**

- **Relocation Expenses**

Cost to Company :	
Package Details :	
Bond :	**False**
CPI CutOff :	**0.0**
Medical Requirments :	
Resume Shortlist :	**True**
Resume Shortlist Criteria:	**N/A**
Aptitude Test:	**True**
Aptitude Test Duration:	**N/A**
Group Discussion:	**True**
Group Discussion Duration:	**N/A**
Group Discussion Strength:	**N/A**
Technical Test:	**False**
Technical Interview:	**True**
Technical Interview Duration:	**N/A**
Number of Techincal Interview Rounds:	**3**
HR	**True**

Interview:

HR Interview Duration: N/A

Additional Information: