Job Notification Form, IIT Delhi

Company Overview

Name:	Publicis Sapient
Website:	https://www.publicissapient.com/
Company Type:	MNC (Foreign Origin)
Description:	"Publicis Sapient, a part of Publicis Groupe, is purpose-designed to address today's Digital Business Transformation imperative. We've spent nearly three decades utilizing the disruptive power of technology and ingenuity to help digitally enable our clients' business in their pursuit of next.
	We bring a startup mindset and agile methods to both established companies and the public sector to unlock value in ways that delight their customers and improve their operational effectiveness. Our approach to transformation is grounded in a view of both the company and the customers simultaneously, and a unique fusing of strategy and consulting, experience and engineering with an enduring culture of problem-solving creativity.
	In the space between next and now is how. And we believe that how you seize that space is everything."

Job Details

Designation:	Senior Associate - Data Science
Type:	Analytics
Place of Posting:	Bangalore/Gurgaon/Noida
Job Details:	Sapient is looking for a Senior Associate – Data Science to join its Data Science practice. The role is to not only be a trusted advisor to our clients for driving the next generation innovation in applied machine learning and statistical analysis but also a change agent in advancing the group's capabilities into the future
	As part of the team, you will be responsible for creating data driven solutions that at the core are driven by relevant learning algorithms. In this role you will educate internal and external teams on conceptual models for problem solving in the machine learning realm and help translate goals and objectives into data driven solutions. You will enjoy working with some of the most diverse data sets in the world, cutting edge technology, and the ability to see your insights turned into real business results on a regular basis
	The role is critical in helping advance the application of machine learning as a core building block to core market offerings in e-commerce, advertising, adtech and business transformation. In addition, you will be responsible for providing analysis that informs and improves the effectiveness of the planning, execution and optimization of marketing tactics. You will tie optimization metrics to the strategic intent of campaigns and the underlying business objectives.
	As an evangelist for data science, you will partner with leaders in various divisions, industries and geographies, in order to ensure that increasingly more solutions we bring to the market are data driven and are supported by a strong data sciences group.
	Core areas of focus for this group includes applications in customer segmentations, media and advertising optimization solutions, developing recommender systems, fraud analytics, personalization systems and forecasting.
	Primary Responsibilities:

Primary Responsibilities:
? Guide and lead the evolution of internal project teams as they transition from traditional solution architectures to one's that are driven by applications in machine learning
? Provide technical thought leadership, coaching and mentorship in the field of data science in working with engineering and other cross functional teams ? Design controlled experiments to measure changes to new user experience ? Segment customers and markets to improve targeting and messaging of product recommendations and offers ? Design and implement high performance and robust analytical models in support of project objectives ? Research and evaluate open source and vendor solutions in the analytics platforms space to guide solutions ? Be responsible for solution and code quality including providing detailed and constructive design and code reviews ? Help establish standards in machine learning and statistical analysis to ensure consistency in quality across projects and teams ? Help develop next generation solutions in core functional areas related to digital marketing & customer experience solution blocks - Content and Commerce, AdTech, Customer Relationship Management (CRM), Campaign Management

Experience Guidelines:
? Demonstrate proficiency with various approaches in regression, classification, and cluster analysis ? Must have experience in statistical programming in R, SAS, SPSS, MATLAB or Python ? Expertise in one or more programming languages Python, R, Scala ? Expertise in SQL programming languages and familiarity with Hive, PIG ? Experience working in a Unix/Linux environment for automating processes with shell scripting ? Excellent quantitative skills and the ability to tell a story using data ? Strong communication and presentation skills ? Ability to initiate and drive projects from conception to completion with minimal guidance ? Passionate about turning data into actionable insights Proven ability to perform in-depth analysis, compile and interpret results ? Expertise in application of machine learning algorithms on large datasets ? Experience with large datasets and distributed computing (Hadoop, Spark) a plus ? Experience accessing data, map-reduce programming style and training models in Hadoop, Spark

Projects this role will support:
The role is expected to support in the domain of Digital Transformation engagements which requires client applications to provide their consumers with enhanced experience by transforming the digital capabilities. The clients are not from any specific industry though few have been listed to provide the perspective.
- Retail: The industry is focusing on improving sales and transitioning towards online market places. They also are looking out to build solutions to understand consumers better, design models and predict consumer likes / dislikes - BFSI: Clients are looking digital transformation by taking almost all services online unless regulatory restrictions come in the way - Travel and Hospitality: There is a lot of disruption happening in the domain as the market if quite competitive and the competition is cut throat. Topics such as invenue experience, hyper personalization, mobility are driving lot of innovation - Automobile: The industry is adopting transformation in both consumer and dealer's digital enablement - Healthcare: Exploring fresh ways to build patient data and derive insights. Build platforms to have real time tracking of patient's health by consolidating data from multiple sources and devices and offer personalized medicines and treatments - Telecom: The industry is on cusp of a tipping point moving from pure play voice services to data driven offerings. Telecom players are focusing on modernizing operations, digitizing services, network upgrades and redefining their strategic identity. - Technology: Defining the future with digital transformation initiatives. Cloud Computing; IOT; Blockchain & AI are the current focus areas. - Manufacturing: Currently in a world of uneasiness. The industry is innovating on adapting technology to run supply chains & operations, monetizing digitization, and leveraging data & analytics - FMCG & CPG: Looking at cost cutting measures across all the operations. Strategizing with a more global outlook and looking at introducing products more aligned with consumer mindset - Entertainment & Media: Industry moving towards a content oriented experience available across multiple distribution channels. User insights and newer content requires robust data solutions. - Logistics & Shipping: Must explore newer technologies (robotics, real time delivery, self-driving vehicles & automated warehouses) and solutions to cater to consumer need and enhanced demands - Insurance: Changing business and operating models. Enterprise Innovation Models redefining ways in why insurers collect information about consumers, discover coverage needs, identify target markets, integrate consumer data and rapidly respond to regulatory changes and compliance - Education: The industry is automation a lot of paper workflows and taking them online along with providing enhanced user experience to attract the prospective customers - Marketing: Increased focus on consumer experience. Build customer centric models and gather behavioural data about

consumers to deliver personalized content - Infrastructure & Real Estate: A fundamental shift in the consumer market – focus on environmental, social and financial concerns. Understanding consumer behavior is key to planning this year. Impact of data and analytics will begin to emerge, helping improve capacity planning and operational cost reduction. - Energy & Utilities: Emerging energy services are threatening incumbents. Innovations in current technologies and exploring service based models.
Possible career-paths:
Future growth areas in areas of Data Science and Analytics.

Joining By:	May 15

Salary Details

CTC:	1600000 INR Per Annum
Gross:	1600000 INR Per Annum
CTC Breakup:	Less than 2 years for experience: CTC 16 LPA + 1.5 Lakhs (One time joining bonus) 2-4 Years of experience: CTC 18 LPA + 1.5 Lakhs (One time joining bonus)
Perks / Bonus:	150000

Selection Process

Resume Shortlist:	No
Written Test:	No
Online Test:	Yes
Group Discussion:	No
Medical Test:	No
Personal Interview:	Yes
No. of Rounds:	3
No. of Offers:	10
Minimum CGPA:	6 & No Active Backlog

Eligibility

Recruiting PHDs:	No
Eligible Departments:	B.Tech in Biochemical Engineering & Biotechnology, B.Tech in Civil Engineering, B.Tech in Chemical Engineering, B.Tech in Computer Science & Engineering, B.Tech in Electrical Engineering, B.Tech in Electrical Engineering (Power and Automation), B.Tech in Mechanical Engineering, B.Tech in Production & Industrial Engineering, B.Tech in Mathematics & Computing, B.Tech in Engineering Physics, B.Tech in Textile Engineering, B.Tech and M.Tech in Biochemical Engg & Biotechnology, B.Tech and M.Tech in Chemical Engineering, B.Tech and M.Tech in Computer Science & Engineering, B.Tech and M.Tech in Mathematics & Computing, B.Tech in Production & Industrial Engineering and M.Tech in Production Engineering, B.Tech in Mechanical Engineering and M.Tech in Mechanical Design, B.Tech in Mechanical Engineering and M.Tech in Applied Mechanics, B.Tech in Production & Industrial Engineering and M.Tech in Mechanical Design, B.Tech in Textile Engineering and M.Tech in Computer Science & Engineering, B.Tech in Chemical Engineering and M.Tech in Computer Science & Engineering, B.Tech in Production & Industrial Engineering and M.Tech in Computer Science & Engineering, B.Tech in Civil Engineering and M.Tech in Structural Engineering, B.Tech in Civil Engineering and M.Tech in Construction Engineering & Management, B.Tech in Engineering Physics and M.Tech in Computer Science & Engineering, B.Tech in Mechanical Engineering and M.Tech in Computer Science & Engineering