

The CDC in its efforts to help students prepare better for the placement process would like to hear your views on different relevant aspects. Would you be willing to spare 2 minutes of your time to fill this form.

This survey is completely optional. That being said, the results of the survey will have an impact on how CDC helps students prepare in future years. If you do choose to fill it, we would urge you to be honest in your answers, after reading, weighing and analysing all options. We promise it won't take more than 2 minutes of your time. Your identity will not be revealed publicly.

☐ Yes

☐ No

[View applied Resume](#)

**Company : AB InBev**

### Job Profile

Form Type	Stipend per month	Additional Criteria	CGPA Cut-off
INTERNSHIP	75000 INR [Transportation to and fro from the office to the local accommodation will be provided for the entirety of the internship.]		0.0

### Job Description

Role: Data Scientist GAC (Growth Analytics Center) is ABI's center of excellence in analytics situated in Bangalore, India with a smaller office Budlab in Cambridge, Boston USA. Today GAC is approx. a 120-member strong team supporting all functions within the company. Each functional team supports both our six zones as well as our global office. The mature functions within GAC are viz. • Marketing – This is one of our largest functions that primarily focus on improving the ROI of our marketing spend. As a company we spend ~\$1B on media spend and the analytics and insights that go into how to manage our \$ to effectively grow business makes a huge difference. • Revenue Management – In this function, the team works on price, pack and channel and promo levers to maximize revenue & margin potential for the brand at country level. Elasticities in price and promotions, right channel and optimized pack are just some of the problems team solves for • Tech Supply & Logistics – This function focusses on tier 1 i.e. brewery side and tier 2 i.e. logistics side of ABI. The team focusses on - how to improve the overall efficiency of our brewery manufacturing process and logistics i.e. better planning, route, and distribution -using intelligence provided by data and analytics. • Forecasting – This function crosses over between Revenue Management, wherein the team looks at industry level volumes in each country for the next one-three years including various macro-economic drivers, to Finance, wherein the team looks at a more granular P&L line item wise forecasting. Both help solve for commercial budget allocations and treasury to manage our leverage & profitability respectively • People – As the name suggests, this function looks into several key aspects across our people cycle be it retention (predicting turnover), rewards program (improve), performance analytics (predicting performance and improve) to name just a few. The team is also branching out in helping other functions e.g. learning and development – all using the power of data and analytics. • Commercial (Category and Digital) – This includes several problems that range from helping our customers with right category to SKU decisions by channel that maximize revenue and category growth share of beverage, measuring and recommending ways to improve our NPS (net promoter score), right up to helping front line reps/B2B with intelligence in competitive surroundings, prioritizing actions for them As a fairly new yet growing analytics set up, we always look for talented individuals from Universities who have the passion to learn how to use data and machine learnings to solve real business problems, innovate and scale them across the company. In turn, we provide best in industry training opportunities, building expertise on core business domains and how to make a difference to top and bottom line using power of data sciences. Last but not the least, we pride ourselves in being a flat, non-hierarchical and fun place to work empowering all our team members to build careers of their choice in the largest beverage company in the world!

### Selection Process

Resume,GD,Online/Offline test (Max 30 mins)

**Allowed Departments and degrees****AEROSPACE ENGINEERING**

B.TECH --- AEROSPACE ENGINEERING(B.TECH 4Y)

DUAL DEGREE --- AEROSPACE ENGINEERING/ENGINEERING ENTREPRENEURSHIP

DUAL DEGREE --- AEROSPACE ENGINEERING/FINANCIAL ENGINEERING

DUAL DEGREE --- AEROSPACE ENGINEERING (M.TECH DUAL 5Y)

**AGRICULTURAL AND FOOD ENGINEERING**

B.TECH --- AGRICULTURAL & FOOD ENGG.(B.TECH 4Y)

DUAL DEGREE --- AGR. FOOD ENGG.AGRI SYSTEMS AND MGMT.(M.TECH DUAL 5Y)

DUAL DEGREE --- AGR. FOOD ENGG.FARM MACHINERY & POWER(M.TECH DUAL 5Y)

DUAL DEGREE --- AGR. FOOD ENGG.FOOD PROCESS ENGG. (M.TECH DUAL 5Y)

DUAL DEGREE --- AGRICULTURAL & FOOD ENGINEERING DUAL DEGREE IN AVAILABE SPECIALISATION. (M.TECH DUAL 5Y)

DUAL DEGREE --- AGRICULTURAL & FOOD ENGINEERING/ENGINEERING ENTREPRENEURSHIP

DUAL DEGREE --- AGRICULTURAL & FOOD ENGINEERING/FINANCIAL ENGINEERING

**BIOTECHNOLOGY**

B.TECH --- BIOTECH. & BIOCHEMICAL ENGG. (B.TECH 4Y)

DUAL DEGREE --- BIOTECHNOLOGY & BIOCHEM. ENGG. (M.TECH DUAL 5Y)

DUAL DEGREE --- BIOTECHNOLOGY & BIOCHEMICAL ENGINEERING/ENGINEERING ENTREPRENEURSHIP

**CHEMICAL ENGINEERING**

B.TECH --- CHEMICAL ENGG. (B.TECH 4Y)

DUAL DEGREE --- CHEMICAL ENGG.(M.TECH DUAL 5Y)

DUAL DEGREE --- CHEMICAL ENGINEERING/FINANCIAL ENGINEERING

**CHEMISTRY**

M.SC(5YR) --- CHEMISTRY (M.SC. 5Y)

**CIVIL ENGINEERING**

B.TECH --- CIVIL ENGG. (B.TECH 4Y)

DUAL DEGREE --- CIVIL ENGG. DUAL DEGREE IN AVAILABE SPL. (M.TECH DUAL 5Y)

DUAL DEGREE --- CIVIL ENGG. ENVIRONMENTAL ENGG. AND MANAGEMENT (M.TECH DUAL5Y)

DUAL DEGREE --- CIVIL ENGG. STRUCTURAL ENGG. (M.TECH DUAL5Y)

DUAL DEGREE --- CIVIL ENGG. TRANSPORTATION ENGG. (M.TECH DUAL5Y)

COMPUTER SCIENCE AND ENGINEERING

B.TECH --- COMPUTER SCIENCE & ENGG. (B.TECH 4Y)

DUAL DEGREE --- COMPUTER SCIENCE & ENGG. (M.TECH DUAL 5Y)

ELECTRICAL ENGINEERING

B.TECH --- ELECTRICAL ENGG. (B.TECH 4Y)

B.TECH --- INSTRUMENTATION ENGG. (B.TECH 4Y)

DUAL DEGREE --- ELECT.ENGG. CONTROL SYSTEM ENGG.(M.TECH DUAL 5Y)

DUAL DEGREE --- ELECT.ENGG. DUAL DEGREE IN ANY SPL.(M.TECH DUAL 5Y)

DUAL DEGREE --- ELECT.ENGG. INSTRUMENTATION AND SIGNAL PROCESSING ENGG.(M.TECH DUAL 5Y)

DUAL DEGREE --- ELECT.ENGG. MACH. DRIVES & POWER ELECT.(M.TECH DUAL 5Y)

DUAL DEGREE --- INSTRUMENTATION AND SIGNAL PROCESSING ENGINEERING(M.TECH DUAL 5Y)

DUAL DEGREE --- INSTRUMENTATION ENGINEERING/CONTROL SYSTEM ENGINEERING(M.TECH DUAL 5Y)

ELECTRONICS AND ELECTRICAL COMMUNICATION ENGG.

B.TECH --- ELECTRONICS & ELEC. COMM.ENGG. (B.TECH 4Y)

DUAL DEGREE --- ELECT.&ELEC.COM.ENGG.DUAL DEGREE IN ANY SPL.(M.TECH DUAL5Y)

DUAL DEGREE --- ELECT.&ELEC.COM.ENGG.MICROELECTRONICS & VLSI DES.(M.TECH DUAL5Y)

DUAL DEGREE --- ELECT.&ELEC.COM.ENGG.TELECOMM SYSTEM ENGG.(M.TECH DUAL5Y)

DUAL DEGREE --- ELECT.&ELEC.COM.ENGG.VISUAL INFORMN. & EMBEDDED SYS.(M.TECH DUAL5Y)

GEOLOGY AND GEOPHYSICS

M.SC(5YR) --- APPLIED GEOLOGY (M.SC. 5Y)

M.SC(5YR) --- EXPLORATION GEOPHYSICS (M.SC. 5Y)

HUMANITIES AND SOCIAL SCIENCES

M.SC(5YR) --- ECONOMICS (M.SC. 5Y)

INDUSTRIAL AND SYSTEMS ENGINEERING

B.TECH --- INDUSTRIAL ENGG. (B.TECH 4Y)

DUAL DEGREE --- INDU. ENGG. INDU. ENGG. & MANG. (M.TECH DUAL 5Y)

DUAL DEGREE --- INDUSTRIAL ENGINEERING/FINANCIAL ENGINEERING

DUAL DEGREE --- QUALITY ENGINEERING DESIGN AND MANUFACTURING (INDUSTRIAL ELECTRONICS VERTICAL) (M.TECH DUAL 5Y)

DUAL DEGREE --- QUALITY ENGINEERING DESIGN AND MANUFACTURING (MECHANICAL ENGINEERING VERTICAL)(M.TECH DUAL 5Y)

MATHEMATICS

M.SC(5YR) --- MATHEMATICS & COMPUTING (M.SC. 5Y)

MECHANICAL ENGINEERING

B.TECH --- MANUFACTURING SCIENCE & ENGG.(B.TECH 4Y)

B.TECH --- MECHANICAL ENGG.(B.TECH 4Y)

DUAL DEGREE --- MANUFACTURING SCIENCE AND ENGINEERING/FINANCIAL ENGINEERING

DUAL DEGREE --- MANUF. SCI & ENGG.IND. ENGG.MAN. (M.Tech Dual 5Y)

DUAL DEGREE --- MECHANICAL ENGINEERING/FINANCIAL ENGINEERING

DUAL DEGREE --- MECH.ENGG. DUAL DEGREE IN ANY SPL. (M.TECH DUAL 5Y)

DUAL DEGREE --- MECH.ENGG. MANUF.SCIENCE & ENGG. (M.TECH DUAL 5Y)

DUAL DEGREE --- MECH.ENGG. MECH.SYSTEMS DESIGN (M.TECH DUAL 5Y)

DUAL DEGREE --- MECH.ENGG. THER. SCIENCE & ENGG. (M.TECH DUAL 5Y)

METALLURGICAL AND MATERIALS ENGINEERING

B.TECH --- METALL. & MATERIALS ENGG.(B.TECH 4Y)

DUAL DEGREE --- METALL & MAT.ENGG. METALL.ENGG. (M.TECH DUAL 5Y)

DUAL DEGREE --- METALLURGICAL AND MATERIALS ENGINEERING/FINANCIAL ENGINEERING

MINING ENGINEERING

B.TECH --- MINING ENGG.(B.TECH 4Y)

DUAL DEGREE --- MINING.ENGG. (M.TECH DUAL 5Y)

DUAL DEGREE --- MINING ENGINEERING/ENGINEERING ENTREPRENEURSHIP

DUAL DEGREE --- MINING ENGINEERING/FINANCIAL ENGINEERING

DUAL DEGREE --- MINING ENGINEERING/PETROLEUM ENGINEERING

DUAL DEGREE --- MINING ENGINEERING SAFETY ENGG. (M.TECH DUAL 5Y)

OCEAN ENGG AND NAVAL ARCHITECTURE

B.TECH --- OCEAN ENGG.& NAVAL ARCH. (B.TECH 4Y)

DUAL DEGREE --- OCEAN ENGG. AND NAVAL ARCHITECTURE/ENGINEERING ENTREPRENEURSHIP

DUAL DEGREE --- OCEAN ENGG. AND NAVAL ARCHITECTURE/FINANCIAL ENGINEERING

DUAL DEGREE --- OCEAN & NAVAL ARCH / OCEAN ENGG. NAVAL ARCH. (M.TECH DUAL 5Y)

PHYSICS

M.SC(5YR) --- PHYSICS (M.SC. 5Y)