Data Scientist, User Acquisition

Sunnyvale, CA

At Niantic, we are seeking a hard-working and passionate Data Scientist to join our team and contribute to the development and growth of Pokémon GO. As a UA Data Scientist, you will have the unique opportunity to play a crucial role in supporting our user acquisition efforts and influencing our multi-million dollar annual spending.

Responsibilities:

- Analyze and interpret complex datasets to identify patterns, trends, and opportunities for growing Pokémon GO through new user acquisition.
- Maintain and enhance SKAN ETL pipelines and conversion value methodology to ensure rigorous data collection and analysis.
- Collaborate with diverse teams comprising marketing, product managers, and engineers to identify and prioritize data-driven objectives and strategies.
- Generate and present regular reports, dashboards, and visualizations to effectively communicate actionable insights and recommendations to executives and various teams.
- Develop, maintain, and interpret LTV prediction modeling and ROAS calculations to optimize user acquisition campaigns.
- Stay up-to-date with mobile gaming industry trends, the UA landscape, and emerging technologies in data science and data engineering to ensure our strategies remain world-class.
- Collaborate with cross-functional team members and stakeholders, including regular and reliable attendance and participation in meetings.
- Required in-office 2 days on Monday and Wednesday.

Requirements:

- A degree in a quantitative field like Computer Science, Statistics, Mathematics, Economics, or related areas is preferred. Equivalent experience will also be considered.
- Solid understanding of data engineering and statistical methodologies, and tools. Familiarity with Looker or similar business intelligence platforms is a plus.
- Previous experience in marketing data analysis, statistical modeling, and data visualization using tools such as Python, R, SQL, or similar.
- Ability to translate complex data findings into actionable data narratives for a non-technical audience, including executives and board members.
- Strong problem-solving skills and the ability to work independently as well as collaboratively in a fast-paced, dynamic environment.
- Passion for gaming and familiarity with Pokémon GO is highly desirable.

- Ability to work in a fast-paced hybrid environment and handle stress appropriately and/or ability to solve practical problems and be sufficiently adaptable to handle dynamic situations with little advance notice.
- Experience working on cross-functional teams with ability to communicate effectively through written and verbal communications, including asynchronous interactions with others.

Join us in making a difference at Niantic games by applying your expertise to drive data-informed decision-making and grow Pokemon Go's user base. We provide a supportive and inclusive workplace that values and recognizes your ideas and contributions. With offices across the globe, including San Francisco, Sunnyvale, Palo Alto, Bellevue, Kansas, London, Tokyo, Hamburg, Hyderabad, and Zurich, you'll be part of a highly skilled team committed to delivering exceptional gaming experiences.

Apply now and be a part of Niantic's mission to create interactive and immersive experiences that blend the real world with the virtual world!

The total compensation package for this position includes a new hire offer base salary range of $135,000 - $176,000 + bonus + equity + benefits.

Individual pay within this salary range is determined by work location and additional factors, including assessed job-related skills, experience, and relevant education or training. Your recruiter can answer any questions about new hire total compensation during the hiring process. An overview of benefit offerings for your location can be found on the careers page.

Join the Niantic team!

Niantic's global-scale augmented reality platform and digital map powers spatial computing experiences in the real world. Incubated out of the Maps team at Google, Niantic first created Ingress and then Pokémon GO, a cultural phenomenon and hit game played by tens of millions of people each month. Niantic's Lightship platform, which powers Pokémon GO, also supports the company's other games including Pikmin Bloom, Peridot and Monster Hunter Now. Developers use Niantic's platform to build their own AR applications and experiences, either with the Lightship Platform or directly through the web with 8th Wall.

We believe that cultivating a workplace where our people are supported and included is essential to creating great products our community will love. Our mission emphasizes seeking and hiring diverse voices, including those who are traditionally underrepresented in the technology industry, and we consider this to be one of the most important values we hold close.

Niantic is a hybrid first company. We believe that in person interaction and collaboration fosters creativity, a sense of community, and is critical to our future success as a company. Our hybrid work schedules allow for a mix of remote and in-office work.

We're a hard-working, fun, and exciting group who value intellectual curiosity and a passion for problem-solving! We have growing offices located in San Francisco, Sunnyvale, Palo Alto, Bellevue, Kansas, London, Tokyo, Hamburg, Hyderabad, and Zurich. #LI-HYBRID