**Job Title: Data Scientist**

**Location:** Remote (India or USA/Canada – EST Hours)  
**Start Date:** August 7, 2025  
**Duration:** 3 Months (Contract)  
**Experience Required:** 5–8 Years  
**Compensation:** ₹1,10,000 – ₹1,25,000 per month

**About the Role**

We’re looking for a skilled **Data Scientist** with a strong background in **Media Mix Modeling (MMM)** and **Multi-Touch Attribution (MTA)** to support an analytics-driven media organization. This is a fully remote, full-time contract role aligned with **US Eastern Time (EST)** working hours.

Ideal candidates will bring hands-on experience in **AdTech, OTT media analytics**, and statistical modeling, with a proven ability to extract actionable insights from large, complex datasets.

**Key Responsibilities**

* Build and refine **MMM and MTA models** to optimize marketing and advertising performance
* Analyze structured and unstructured datasets to uncover trends and generate business insights
* Develop and deploy **predictive machine learning models** to solve real-world media challenges
* Aggregate, clean, and transform data from multiple sources for analysis
* Apply advanced statistical methods to validate model accuracy and ensure robustness
* Automate repetitive analytics workflows using scripting and AI tools
* Deliver insights through **dashboards, reports, and visualizations** for cross-functional teams
* Collaborate closely with teams across **AdSales, Data Engineering, and Analytics**
* Stay current with industry trends in **AI, machine learning, and media analytics**

**Required Skills & Experience**

* 6+ years of experience in **data science, analytics, or machine learning**
* At least 3 years of hands-on work in **AdTech or AdSales environments**
* Proven expertise in **Media Mix Modeling (MMM)** and **Multi-Touch Attribution (MTA)**
* Strong understanding of **digital media, OTT platforms**, and advertising workflows
* Proficient in **Python, R, and SQL** for data analysis and model development
* Familiarity with **data pipelines**, **BI tools**, and **statistical testing frameworks**
* Strong analytical, communication, and stakeholder management skills

**Ready to Apply?**

If you’re passionate about data-driven decision-making in media and advertising, this opportunity is tailored for you. Apply now and work on high-impact projects with a leading global media client.