

Job Title: Senior Data Scientist

Company: Inditronics Media Pvt. Ltd

Work Location- World Trade center , Pune

Department: Data Science / Media Insights / Strategy & Analytics

About Inditronics

Inditronics is a global leader in media technology, enterprise automation, advanced analytics, and digital transformation. We specialize in delivering transparent, reliable, and scalable audience measurement solutions for television, digital, and OTT platforms.

In 2025, Inditronics was awarded the national contract to supply Armenia's TV ratings and monitoring services for the next seven years. This marks a major milestone in the modernization of Armenia's media landscape, where accurate audience data is critical for fair advertising practices, editorial strategy, and industry growth.

Role Overview

We are looking for a media analytics professional to lead our audience intelligence initiatives. With hands-on experience in media research, the ideal candidate will bring deep expertise in data analysis in global project, industry frameworks, and stakeholder collaboration. This role is perfect for someone who has spent years interpreting media consumption trends and is ready to take on strategic leadership in shaping data-driven decisions across television and digital media platforms.

Key Responsibilities

- Lead media analytics projects focused on audience measurement, content performance, and campaign effectiveness. Analyze large-scale datasets from media sources to generate actionable insights.
- Collaborate with cross-functional teams including marketing, product, and client servicing to embed analytics into strategic planning.
- Develop rule-based data transformation engine, design analytics dashboards and reporting frameworks.
- Mentor junior analysts and foster a culture of analytical excellence.



Required Qualifications

- 3+ years of experience in media analytics, audience measurement, or data analysis Strong understanding of media research methodologies
- Proficiency in python, ML model training/ usage, SQL, and data visualization tools.



Preferred Qualifications:

- Experience working with broadcasters, advertisers, or media agencies Familiarity with digital media analytics and cross-platform measurement
- Certifications in Data Analytics or Media Strategy






What You'll Gain:

- Strategic ownership of media analytics initiatives Opportunity to influence industry standards and best practices worldwide.
- High visibility across leadership and client ecosystems
- Competitive compensation and career growth global projects exposure
- A collaborative, innovation-driven work culture



Why Work With Inditronics?

-  **Global Exposure:** Collaborate with clients across continents, including on-site opportunities in Europe, Africa, and Asia
-  **Innovation Culture:** Work with cutting-edge technologies and a team that thrives on solving complex problems
-  **Career Growth:** Lead transformative projects and grow into senior leadership roles within a fast-scaling organization