Senior Data Scientist — Measurement & Optimization (US)

Company: Microsoft

Role family: DS | Seniority: Senior | Location: United States (varies by team/location)

Source (public posting): https://careers.microsoft.com/v2/global/en/locations/new-york.html

Cluster demand (ground-truth): {"DS": 0.65, "SWE": 0.1, "MLE": 0.15, "QR": 0.1, "QD": 0.0}

Reconstruction method: normalized sections + paraphrased responsibilities/qualifications for QA use.

ROLE SUMMARY
You will use data science methods to improve marketing/measurement outcomes, combining rigorous experimentation with modeling and business context. The role requires strong communication and cross-functional partnership.

KEY RESPONSIBILITIES
• Develop measurement strategies and models for media/channel optimization.
• Build and validate statistical/ML models to estimate lift, ROI, and causal impact.
• Design experiments and quasi-experiments; define success metrics and reporting.
• Collaborate with engineering and analytics partners to ensure reliable data pipelines.
• Translate analysis into actionable recommendations for leadership and partner teams.

REQUIRED QUALIFICATIONS
• Advanced experience in statistics, experimentation, and predictive modeling.
• Strong Python/SQL skills; ability to work with large-scale datasets.
• Ability to communicate findings clearly to non-technical stakeholders.

PREFERRED QUALIFICATIONS
• Experience with marketing measurement, attribution, or incrementality.
• Experience with causal inference methods and model governance.