Intern (f/m): Data Scientist / Researcher for Business Conferences

Type of employment:	Intern
Preferred start date:	**February 1st 2020**
Employment duration:	6 month
Location:	Walldorf(Baden)
Work area:	Marketing – Events&Conferences
Expected travel:	20%

PURPOSE AND OBJECTIVES

SAP's Events group designs, manages and executes a portfolio of large-scale business conferences on a global basis which engage customers and potential customers in meaningful dialogue, and provide a forum for the exchange of information on new technologies, innovative business strategies, and industry trends to further SAP's sales, marketing, and corporate objectives. To provide a solid base for decisions on content strategy and overall conference portfolio the SAP Events group maintains and develops a variety of methods and tools to evaluate these conferences.

EXPECTATIONS AND TASKS

You will work in a team of senior business professionals with expertise in marketing research methodology as well as conference management and conference technology. While your mentor will be in the same office, you communicate with SAP colleagues based in several international locations.

The internship will offer an opportunity to be involved in the design of innovative concepts for event measurement and the end-to-end analysis for award winning events in a global context. Tasks will be e.g.:

- Survey design
- Consolidation and preparation of data
- Analysis of various data sources e.g. sensor measurement, behavioral data, surveys
- Creation of reports
- Qualitative research
- On-site support of measurement on events

EDUCATION AND QUALIFICATIONS / SKILLS AND COMPETENCIES

- Student at university or university of applied sciences (preferably master students)
- Preferred field(s) of study: Social Sciences (e.g. Sociology, Social Geography, Psychology, Political Sciences), Data Science, Market Research, Hospitality/Tourism,
- Sound knowledge in survey development and survey analysis (*must*)
- Sound background in advanced (multivariate) statistics (*must*)
- Computer skills: sound knowledge of at least one statistical analysis software (*must*) (e.g. IBM SPSS Statistics / SAS Stat / R / Python / Stata); preferably with SQL knowledge
- Language skills: very good verbal and written English (*must*), good communication skills in German (*must*)
- Ability to support onsite on business conferences in USA and within Europe
- Soft skills: Self-motivation and proactive approach, strong analytical skills and a passion for data

Your set of application documents should contain a cover letter, a resume in table form, school leaving certificates, current university transcript of records, copies of any academic degrees already earned, and if available, references from former employers (including internships). Please remember to describe your skills in foreign languages and computer programs / programming languages.

Please contact: uwe.kohlmann@sap.com *before applying* online at WWW.SAP.COM/CAREERS