



adidas

Internship/Final Thesis - IT Innovation - Social Combined-Media Mining, 225889 (m/f/d)

TOPIC OFFERS:

- Enabling new foundations for Marketing Automation, based on advanced social media analytics
- Contributing on improving decision making quality for Brand Strategy and Business Units Teams
- Defining analytics concepts and enhance toolset for digital support of Consumer Story Telling, Merchandising Optimization
- Integration of Image and Audio analytics for enhancing Text analytics
- Predictive Analytics
- Software development opportunities are possible

OBJECTIVES:

- Literature research in the combined fields of Text and Image mining based on Social Media
- Investigate state of the art methods and tools in combined text, voice and image mining approaches to detect emerging topics and needs of customers in the online space, incl. emotional aspects
- Identify a new application potential in the area of social network analytics and execute exemplary analyses in regards to the topic selected
- Development of key insights and recommendations for fact-based decision making
- Results presentation to management teams

KEY FACTS:

- Application Deadline: March 15th, 2020
- Start Dates: September 1st or 15th 2020
- Duration: 6 months, employed as an intern
- Location: adidas HQ in Herzogenaurach (near Nuremberg)

- The final thesis topic will be defined in agreement with you and the supervising professor. A requirement for doing your thesis with adidas is the supervision commitment of a professor. We will support you in this matter

YOUR PROFILE:

- Student of IT, Computer Science, Business Informatics or comparable study program with a specific focus on Data Analytics
- Python skills are a plus
- Enrolled as full-time student for the complete duration of the internship
- Good analytical skills and passion for scientific and applied research
- Methodological knowledge in the areas of data analytics or programming skills are a plus
- Interest in learning and using new concepts/technologies
- Self-motivated, proactive and able to work independently
- Strong time management skills
- Fluent in English

YOUR APPLICATION:

- All applications must be submitted via our careers page
- Show us with your application (CV & motivation letter) who you are, why you want to join adidas and why this specific team
- Please apply in the same language as the job description

Questions? Contact us via internship@adidas-group.com

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