



adidas

Internship/Final Thesis - IT Innovation - Social Media Text Mining, 225890 (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 specific field Text Mining and Topic Modeling based on Social Media
- Investigate state of the art methods and tools in text mining approaches to detect emerging topics and needs of customers in the online space
- Identify a new application potential in the area of social network analytics and execute exemplary analyses in regards to the respective topic selected
- Development of key insights and recommendations for action 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 will be considered 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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