Master Thesis: Data Analytics - Customer Journey (f/m/div)*

Job description

You are passionate about data analytics and have a desire to make faster and better decisions? At Infineon's Power & Sensor Systems (PSS) division we are looking for a data-savvy team player to leverage data analytics for strategic decision making. Have you already gained first practical experience in tasks such as data extraction, data mining and machine learning and want to get deeper insights into a multinational high-tech company that is a driver of innovation across many industries? Then, a thesis with us is a great opportunity for you! You will have the chance to participate in our PSS division's Center of Competence for Analytics and closely collaborate with and learn from team members. You will gain first-hand experience by contributing to several aspects of a systematic approach to improve market intelligence and trend detection. Are you interested? Then don't hesitate and apply now. We are looking forward to you.

Thesis Topic:

The decision process to incorporate a specific component can be lengthy and impactful for our customers. Especially mass-market customers interact with Infineon on multiple levels throughout their individual customer journey. Which data points should be collected and linked to understand relevant interactions with our customers? Can we define and simulate a realistic set of customer types and their customer journeys? What are common methods to analyze the customer journey and how could these apply to Infineon? Could Reinforcement Learning be a useful framework?
In your new role you will:

- Review and summarize related **literature**
- Directly **communicate** with relevant stakeholders
- Develop a **simulation** model to generate realistic customer journeys
- Use the simulated data to build a model to **optimize the customer journey** and to make individual recommendations.
- Contribute to **a better understanding of relevant marketing activities** and customer interactions to **empower** the business lines and to sustain **better relationships** with our customers

You have excellent analytical skills as well as a clear understanding of how data analytics creates value-add in strategic business decisions. With your creative and solution-oriented mindset, you think outside the box and are always eager to try out new concepts and improve. Your self-driven entrepreneurial spirit makes you comfortable with a high degree of freedom while executing tasks. You are enthusiastic, have very good interpersonal, communication and presentation skills and work in a structured and methodical manner.

At a glance

Location:

Job ID: **360987**

Start date: **as soon as possible**

Entry level: **0-1 year**

Type: **Full time**

Contract: **Temporary**

Apply to this position online by following the URL and entering the Job ID in our job search:

Job ID: **360987**
www.infineon.com/jobs

Contact

Annika Wimmer
Student Attraction Manager

Profile

You are best equipped for this task if you have:

- **Study statistics, data science, mathematics, computer science** or a similar field with **excellent results**
- Already gained **relevant experience in the implementation of machine learning projects** including e.g. data curation, communicating with counterparties, and data visualization
- Are familiar with **theoretical concepts of machine learning** and **simulations**, f.e. which problem can be solved with which **type of algorithm** and what their **limitations** are
- Possess good skills in **analytics software/tools** as well as in **programming languages** such as **Python**, **R**, **Jupyter Notebook, TensorFlow, Keras**
- Have **good communication skills in English**; for foreign applicants, good knowledge of German is a plus

Please attach the following documents to your application:

- Cover letter in English or German
- CV in English or German
- Certificate of enrollment at university
- Latest transcript of records
- Bachelor's certificate
- High school certificate

Why Us

Part of your life. Part of tomorrow.

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

–Power & Sensor Systems (PSS) drives leading-edge power management, sensing, and data transfer capabilities –
Infineon PSS semiconductors are enabling intelligent power management, smart sensitivity, and fast, reliable data processing in an increasingly digitalized world. Our state-of-the-art power and connectivity devices make chargers, servers, mainboards, power tools, and lighting systems smarter, smaller, lighter, and more energy-efficient. In addition, our trusted sensors give things an intuitive sensing capability to make them contextually aware, and our RF chips support fast and reliable data communications.

* The term gender in the sense of the General Equal Treatment Act (GETA) or other national legislation refers to the biological assignment to a gender group. At Infineon we are proud to embrace (gender) diversity, including female, male and diverse.