Company Overview:
Founded in 2000, Visible World is the leading provider of targeted television advertising services. The company’s suite of applications and services enables advertisers, agencies, and media companies to deliver more targeted, measurable ads. Visible World empowers advertisers to deliver more effective and more accountable campaigns to consumers in approximately 80% of US cable homes. More information can be found at [www.visibleworld.com](http://www.visibleworld.com).

Description:
Visible World is currently looking to recruit a Data Scientist to join our Product Analytics team. This role will be responsible for supporting efforts related to predictive analytics, attribution analyses, yield management, advanced data reporting, advertising analytics, and algorithm development. This role will work very closely with engineering, database administrators, account management, and product management staff in assisting with data and analytical needs.

This position will work closely on research, development, and analytics tasks to help shape future advanced advertising offerings. The role will be responsible for:

- Developing and implementing predictive analytics algorithms
- Developing methods for advertising attribution analyses
- Data visualization and analysis
- Data processing and statistical algorithm development

Skills and Specifications
- Undergraduate or Graduate degree in Statistics, Applied Math, Engineering, Computer Science, or other quantitative discipline
- Experience in implementing predictive models
- Experience in conducting attribution analyses
- Experience with R, Excel VBA, Matlab a plus
- Experience working with relational databases. SQL experience a plus.
- Excellent oral and written communication skills are a must.
- Must be highly analytical with the ability to resolve complex issues independently.
- Must be detail oriented with a passion for providing informative documentation.
- Strong interest in TV advertising and advanced media platforms.
- 1-3 years of working experience