



Data Scientist

Montreal - Full-time - 744000065555425

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The Data Scientist, Audience Analytics, will be responsible for gathering and analyzing customer data of a game portfolio, developing machine learning algorithms, working closely with business stakeholders, to provide clear insights about consumer behaviors, deliver strategic recommendations and build audience centric tools. You will be the main point of contact of marketing teams, translating their need into analytical and scientific projects, and using machine learning methods to provide them insights and support them all along the life of the game, on different business needs.

Audience Analytics team works with the business stakeholders such as CRM, Paid Media, AAA brand, Live brand and F2P teams located worldwide. Our goal is to support business stakeholders and strategic decisions by delivering them analytical insights about the consumer database and providing them a clear and granular snapshot of our players at a game, brand or transversal level.

What you'll do

- Create, manage and distribute data and insights utilizing analytics tools (SQL, Tableau, Python)
- Analyze customer data to gather knowledge, generate insights, create value and support decision-making.
- Define and develop our research topics within your area of expertise
- Apply a variety of visualization techniques and design the content and appearance of data visuals
- Translate the business questions and challenges from the stakeholders into Audience Analytics projects.
- Be the main point of contact of the stakeholder teams; Understand the brand and marketing objectives and the major initiatives; Identify the most relevant methodology to answer the need; Deliver insight; Conduct meetings and coordinate different interlocutors (finance, research, marketing)
- Provide strategic audience recommendations to stakeholders

What you'll bring

- Proficient in Python & SQL
- Strong analytical and synthesis skills; ability to analyze raw data, draw conclusions, and develop actionable and strategic recommendations
- Strong quantitative skills, and experience utilizing scientific analytic methods, familiar with qualitative research methods, using data from interviews, surveys

- Machine Learning – Knowledge of principles, technologies and algorithms of machine learning; ability to develop, implement and deliver related systems, products and services.
- Proactivity, critical thinking and creativity with data
- A highly collaborative spirit + excellent communication, interpersonal, and presentation skills
- Excellent written and oral communication skills

Ubisoft's 19,000 team members, working across more than 30 countries around the world, are bound by a common mission: enrich players' lives with original and memorable gaming experiences. Their commitment and talent have brought to life many acclaimed franchises such as Assassin's Creed, Far Cry, Watch Dogs, Just Dance, Rainbow Six, and many more to come.

Ubisoft is an equal opportunity employer that believes diverse backgrounds and perspectives are key to creating worlds where both players and teams can thrive and express themselves. When you join Ubi MTL, you discover a workplace that sparks inspiration and connection. We offer a collaborative space that provides career advancement, a host of learning opportunities, and meaningful benefits centred on well-being.

If you are excited about solving game-changing challenges, harnessing cutting-edge technologies, and pushing the boundaries of entertainment, we invite you to join us on our journey and help us create the unknown.

At Ubisoft, you can come as you are. We embrace diversity in all its forms. We're committed to fostering a work environment that is inclusive and respectful of all differences.