University of Manchester Q-Step Summer Project 2019

Ref #16: UoMQStep 2019 Bupa – Randomized Online Optimization

For enquires, contact Dr Martin Prowse, martin.prowse@manchester.ac.uk (Lecturer) or the Q-Step general email – q-step@manchester.ac.uk

Organisation Name: Bupa UK

Team/Department: Digital Analytics – Digital Transformation

Address: Bupa Place, 102 The Quays, Salford, M50 3SP

Provisional title for project: Randomized Online Optimization

The project is to perform some sophisticated A/B testing analysis using raw digital analytics data (Adobe Analytics Data Feeds) and some open source software (R studio server). The intern will assist the project by revaluating the last 12 months of tests results with a new methodology and quantify the differences with the previous analysis.

Key words (up to 12): A/B testing, clickstream, R, optimization, Adobe Analytics

Essential and desirable skills that the student would need to have:

>   **Essential:** R, modelling, data manipulation as the data are semi-structured data

>   **Desirable:** SQL Server

Where the work would be carried out: Bupa Place, 102 The Quays, Salford, M50 3SP

Preferred selection method (interview or other method): Interview

Interview preference (on campus, remote, in your office): In our office

Support and training offered by the organisation: Access to team knowledge and experience for support. Adobe Analytics training. Access to Lynda.com through Bupa portal

Any issues of data confidentiality and/or IPR that would need to be resolved:

Student will have to sign a confidentiality agreement. No PII data will be provided

Supporting information: N/A

Financial assistance offered by the organisation: N/A