University of Manchester Q-Step Summer Project 2018:

Ref: 31 UoMQStep 2018 Bupa UK Digital Analytics

For enquiries contact Prof Jackie Carter, jackie.carter@manchester.ac.uk or Dr Mark Brown, mark.brown@manchester.ac.uk, Q-Step Co-directors.

Organisation name: Bupa UK

Team/Department: Digital Analytics

Address: Victoria Building, Quay Loop Road, Salford Quays, M50 3SP

Provisional title for project: Analysing Web behaviours to enhance customer experiences through personalization and experimentation.

Abstract:

Bupa UK are making giant leaps in evolving their analytics and data science capabilities to be best in class, with the Digital Analytics team leading the way. Digital Analytics is moving towards offering personalized experiences using AI technology, but before we do, we need to understand the performance of some of our existing online experiments.

The objective of this project is to evaluate the performance of our existing online tests and uncover the variables and experiences which are influencing different responses. Results will be delivered via a report and presentation to various parts of the organization. This will ultimately drive personalization activity.

Data Sources:

All accessed via SQL Server and Adobe

- Sophistically modelled 'Clickstream' (Web behavior) data, with over 130million records. These are sourced from Adobe Analytics, a leading Analytics platform
- Web test results from Adobe Target, a leading Online testing platform
- Interaction history for targeted campaign activity
- Basic Health cover information
- Customer Portfolio incl. Demographics, Geo-Spatial, Revenue

Key words:

Digital, Data Analysis, Data Modelling, Adobe Analytics, Adobe Target, SQL Server, R Studio, Experimentation

Essential and desirable skills:

Essential skills:

- Basic SQL for data mining
- Knowledge and understanding of experimentation techniques including A/B testing, control groups, statistical significance
- Sound Statistical knowledge
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Desirable skills:

- Modelling skills i.e. decision tree, Linear regression, Random Forest
- Understanding of R Studio or another statistical modelling package

Where the work will be carried out: Bupa Offices - Victoria Building, Quay Loop Road, Salford Quays, M50 3SP

Preferred selection method: Face to Face Interview at University of Manchester

Support and training offered by the organisation:

- Access to a wide range of industry experts in Business Intelligence, Data Warehousing, Digital Marketing, Data Science and Experimentation
- Access to training on Adobe analytics alongside our Senior Digital Insights Analyst
- Comprehensive and accurate data assets to be used for the analysis
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Supporting information:

Recent Articles published by leading software company Adobe:

1. https://wwwimages2.adobe.com/content/dam/acom/uk/customer-success/pdfs/bupa-case-study-uk.pdf
2. https://blogs.adobe.com/digitaleurope/web-analytics/targeting-ppc-campaigns-for-the-greatest-impact/

Financial assistance offered by the organisation: subsidised canteen facilities, free access to Adobe Licensed products worth £220K, free fruit