

# Q-STEP SUMMER INTERNSHIPS 2021

## Aluminati - 'Analysing the 'typical' journey of users on our Community Builder platform'.

### Organisation and Team

Aluminati Network Group Ltd: Data Science/  
Research Team

Hyperion House, Top Floor, The Oaks, Fordham  
Road, Newmarket, Suffolk, CB8 7XN

### Selection Method

Written CV & cover letter followed by an  
Interview (with potential practical task)

### Application Criteria

#### Essential:

- Strong understanding of fundamental statistical concepts (e.g. measures of central tendency, distributions, probability, bias, variance, correlation etc)
- Good MS Excel skills
- The ability to communicate the results of analysis in an accessible/empathetic way
- The ability to pick up concepts quickly
- Willingness to work collaboratively

#### Desirable:

- Familiarity with Python
- Familiar with data visualisation tools (e.g. Tableau, Metabase etc.)
- Able to use initiative and achieve tasks with limited supervision

### Key Words

Data, Analysis, Performance, Community, Network, Engagement, Connections, Mentoring, Higher Education

### Project Outline

Aluminati Network Group Limited provides a market-leading Community Builder platform designed to improve the connectivity and engagement of private networks. The platform facilitates different types of focused interactions to establish meaningful relationships. More information on the platform (ALUMINATE) can be found here: [Aluminate - Aluminati Network Group](#)

We work with a significant number of higher education institutions (see our client portfolio here: [Clients - Aluminati Network Group](#)), including the University of Manchester, helping them - through our platform - to establish valuable connections, such as mentee/mentor and offer holder/course ambassador relationships.

We need **you** to help us to research and provide insights on the 'user journey'. This will cover areas such as.

- Sign-up rates
- Logins & revisits
- Profile update frequency
- Module activity
- Mentoring relationships
- Peer-to-peer networking
- Retention

Gaining an appreciation of things that influence the data is also a key component of this research. For example, are users more likely to revisit the platform if they've have synced their LinkedIn profile? Are students in the 18-21 age range more likely to seek a mentoring relationship than older age ranges?

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### Practical Considerations

Opportunity to work at the office for an agreed period of time depending on COVID.

8 week internship

### Supporting Information

#### What is the expected output?

A report or series of mini research reports. The report is also likely to highlight our 'Best in Class' service/s performance vs the average.

#### Who will the research be used by?

- Sales & Marketing – the report/s will be published & shared with prospective clients to promote the efficacy of the platform.
- Client Service Team – the research will inform our client team by highlighting the relative performance of our clients across a variety of important metrics.

More information on the company can be found here: [Home - Aluminati Network Group](#)

### Issues of Data Confidentiality / IPR

We would need the successful candidate to sign an abbreviated version of our 'Terms of Engagement' document, which covers things like IPR, Non-Disclosure.

### Support and Training

Support, training, and the necessary tools will be provided throughout the research project by our Data Analyst and Head of Operations

We will provide the necessary hardware & software required for the internship. Any pre-approved business travel expenses will be re-imbursed.