

Data Fellowship Project 2022

Nest Corporation – Employer Segmentation

Organisation and Team

Data and Analytics

Selection Method

Interview discussion about skills knowledge and experience (open to 2 interns)

Application Criteria

Essential:

- Power BI (good working knowledge)

Desirable:

- R (good working knowledge)

Project Outline

Nest is a government success story – 10 years old and already it holds a pension for almost 1 in 3 UK workers. We all feel the social purpose of the organisation – helping millions, especially those on lower incomes, to have a better retirement.

You will be part of the team that works on some of the most interesting modelling challenges in the industry. The project you will join aims to enhance the existing knowledge of Nest customers. The techniques we employ, to segment our customer base, range from the simplest RFM marketing technique to the more sophisticated unsupervised ML models. The experience you'll gain after successfully completing the internship will be rewarding and benefit your future career

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Practical Considerations

Depending on the candidate's skillset there are two levels to the project that intern can learn from and contribute:

1. Power BI presentation of the already existing first version of the Frequency Recency and Monetary Value model
2. Contribution to the next iteration of the RFM model

Supporting Information

There are 5 people, 3 analysts, working on the project that's the team you will join if successful. The output of the project – segmentation – should be actionable customer segments which are;

- Distinctive
- Identifiable
- Relevant

In an ideal outcome the segmentation will present very clear and specific segments with apparent actions and opportunities for each segment

Support and Training

You will receive an on-the-job training and Nest Corporation has vast library of learning resources to upskill you. Once successfully selected, together with your mentor you will work out the plan of how you can develop and apply your skills and could contribute to the project. In addition, you'll also have weekly and bi-weekly check ins and training from different analysts and others in the organisation to help guide your work, as well as meetings with senior stakeholders

Differentiators

Nest is an organisation with a unique culture – with staff drawn from both the public and private sector, and a very special people-centric approach. Nest is warm and human as an organisation, and that's also true of the people you'll be working with every day. The Data, Analytics and Customer Insight directorate is a blend as well – some people have been with Nest from the start over 10 years ago, others are new in. The Data, Analytics & Customer Insight directorate is a gender-balanced, diverse team, and we really enjoy working together in such a purpose-driven organisation. We're at the early stages of a transformation, and it's a really exciting time for us.