Marketing Analytics Intern

If you want a unique opportunity to expand your skill set and be part of an exclusive team of smart colleagues, then please keep reading.

The team at M Squared is hoping you are interested in joining us as our next Marketing Analytics Intern. The opportunity at M Squared is like no other. No two days will be the same. You will have the opportunity to work in a fast paced, ever changing environment and be given an opportunity to learn something new every day. This internship could also lead to a full time position for the exceptional candidate.

In this position you will wear many hats- from working with complex data sets to producing reports that lead to insights in marketing data that will help our clients grow their businesses. As a Marketing Analytics Intern you will get the chance to work on projects from start to finish in a collaborative environment with mentoring and learning opportunities along the way.

Specific activities will include:

- Analyze customer sales and survey data using software tools such as Excel and SPSS
- Collaborate with team members to develop analysis approaches
- Draft recommendations based on findings
- Visualize processes and findings through charts, tables and other diagrams
- Create client deliverables

Requirements

- Excitement around using data to help solve problems and simplifying results for a wider audience
- Solid understanding of introductory statistics (hypothesis testing, correlation, measures of central tendency, etc.)
- Ability and interest in mastering new areas of analysis
- Demonstrated problem solving skills within an analytical framework
- Ability to juggle multiple clients and projects on a daily basis
- Skills necessary to be a high performing team player including the ability to multi-task; the ability to collaborate effectively; proficiency in Microsoft Office; excellent oral and written communication skills
- Bachelors degree in a quantitative field (psychology, economics, physics, mathematics, biology, etc.) ideally with coursework in statistics and/or experimental design

Company description

M Squared Group combines the best in data mining, analysis and campaign execution with top-notch marketing savvy to deliver quick-hitting and effective marketing programs. Our solutions to client problems begin with analysis of key customer behaviors and result in actionable marketing recommendations with meaningful financial benefits.

Based in Eden Prairie, Minnesota, our office is a fun, flexible, collaborative environment where independence is encouraged, but support is also close at hand. We value our people, their careers, and their work life balance.