



Masters Dissertation Scheme

Project form



Company Name:	The Very Group
Team / Department:	Data Science
Address:	Skyways House Speke Road Speke Liverpool L70 1AB

Provisional title for project:

Text mining customer complaints (and other external data sources) in order to better understand customer experience

Short description of the problem that would be addressed by the project:

Shop Direct continuously looks for opportunities to improve its customers' shopping experience. Hearing our customers' voice enables us to identify what we are doing right, but also what we could do better. There is a wealth of information stored within our textual data sources that requires cleaning, text mining and manipulation and modelling, in order to develop insight into our customers' experiences. Such datasets include: complaints, call-centre queries and social media interactions. This project ultimately aims to reveal the messages of the customers' shopping experiences, so that Shop Direct can develop recommendations to improve how customers shop with us.

Short description of the data sources that would be used in the project, and how they would be used.

The data will be from the company sourced from our Teradata database

Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?

Yes - at the Speke/Liverpool address provided

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

Yes

Essential skills

Knowledge of one of the following coding languages/systems is essential: R, Python, SAS. Ability to analyse large data sets & good grasp of mathematical concepts. Familiarity with the Data Science workflow, ability to communicate complex concepts in simple language, good project management skills.

Desirable skills

Proficient in SQL. Some experience of working with textual data sources is desirable. Experience of applying Data Science workflow in a real world environment.

Preferred degree programmes (if any)

Data Science or similar

Preferred selection method

Ideally face to face so the candidate can get a feel for culture of business, but we are happy to arrange other options if they are more suitable.

Support and training offered by the company

Student will work with Data Scientists within the Customer Experience team

Financial assistance offered by the company

The organisation will pay the honorarium (£500)

Travel or other expenses will be incurred and will be reimbursed as appropriate

Any other comments

Outputs will directly feed into our Customer Experience strategy. Students will gain great experience of how data science drives business change.