



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

Provisional title for project:

Modelling cannibalization and halo effects using product categories

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

The aim of the project is to improve demand forecasts at product level by considering substitution and complementarity effects between products. Work will include:

- Main data processing is already done but there still might be data processing needed to create product-specific data elements.
- Exploratory data analysis
- Modelling
- Creating a presentation with key findings
- Writing reproducible code following Shop Direct best practice

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. The project will also require experience with time series modelling. We would also expect the following: critical thinking; attention to detail; analytical thinking; project management; self-motivation to avoid the need for extensive daily management

Desirable skills

If the student has experience in any of the following, this would be advantageous: hierarchical time series modelling; multilevel modelling; Bayesian modelling

Preferred degree programmes (if any)

Data Science or similar

Preferred selection method

Ideally face to face interviews as they give the candidate the opportunity to get a feel of the business, but other arrangements can be made.

Support and training offered by the company

You will be working as part of the retail data science team supported by a senior member of the team. You will have weekly meetings with stakeholders to share progress.

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

The Retail Data Science team offers a lot of potential exposure to business stakeholders.