



# 6 Month Market Research Internship

(DATMRo8o6)

## The Host Company

This South Wales, UK based company, formed in 2015, have developed a **cutting-edge data analytics platform** which uses its own technology to interrogate large data sets and present findings in a user-friendly format. The intern will interact directly with a highly skilled team of 6, including the 3 Directors. The company works internationally for customers in aerospace/defence, education and marketing sectors.

A superb opportunity to receive **mentorship** from the Directors, who have an in-depth technical understanding of the latest generation of advanced data solutions and technologies. The selected intern will be able to make a real business impact during your internship, integrating the team at a very key moment for them. A first software application is being beta tested Summer 2017, ready for launch in early 2018, that will specifically utilise the analytics platform for business development.

## Role

This is a fantastic internship opportunity to research, identify and scope UK, European and international market and project opportunities for the company's data analytics platform. This will be a unique opportunity to gain an in-depth understanding of the power of data analytics across Multi-Platforms, Internet of Things/Me and Artificial Intelligence in a world increasingly driven by data. The role will suit someone highly motivated in business, and innovation-oriented, who seeks to develop his or her commercial skills and experience in a "hot" sector. It is not necessary to have prior data analytics technical skills.

## Location

The business is located in one of Wales's thriving start-up communities at the Welsh ICE Campus in Caerphilly. Based near Cardiff, the capital of Wales, the UK's 11<sup>th</sup> largest city. A port city with a revitalized waterfront at Cardiff Bay includes the Wales Millennium Centre, home of the national opera, orchestra, theatre and dance companies, plus shops at Mermaid Quay. Architect Richard Rogers' strikingly modern Senedd building houses the Welsh National Assembly.

## Duration

6 months

## Languages

English B2/C1

## Start date

Flexible

## Tasks

- Market research into Data Analytics Trends and Developments
- Market research into specific potential Application Markets and Sectors
- Scoping and screening potential project and funding opportunities
- Working with the Directors to prepare an agreed Commercial Strategy (3 Year) and Action Plan (1 Year)

## Personal Skills

### Essential:

- A Business or Marketing Degree study area
- Strong research and analytical skills as demonstrated by Projects, Dissertations or Work Experience
- An interest in international business and innovation
- Excellent communication skills

### Desirable:

- An interest in Business Intelligence, Data Analytics, Internet of Things/Me

## How to apply

- **STEP 1)** Please, register with us at <http://www.espauk.com/students/student-registration/>
- **STEP 2)** Please, log in to your account in <http://www.espauk.com/students/student-application/> and then click on the button **APPLY** next to the vacancy name.