



## Role: Analyst Intern

**GroundTruth** is the leading location-based marketing and advertising technology company. Sitting at the convergence of offline and online data, GroundTruth delivers a unique data set called “visitation data,” which allows brands, agencies, SMBs, and non-profits to drive high-performing business outcomes (ROI). GroundTruth activates this data through a suite of performance products and services via their self-serve advertising platform, through managed services, or tailored partnerships. GroundTruth has built proprietary filtering processes that combines our Blueprint™ contextual mapping technology, owned & operated properties, along with 3rd party mobile location data, together yielding over 30B visits annually.

We believe that innovative technology starts with the best talent and have been ranked one of **Ad Age’s Best Places to Work for two years in a row (2021 & 2022)**.

**\*\*\*Pre Placement Offers for candidates who successfully complete the internship\*\*\***

**\*\*\*All the devices (Laptop, etc) will be provided by Groundtruth\*\*\***

**\*\*\*Best in the industry stipend of 30K to 35K per month\*\*\***

### You Will:

- Provide actionable insights from the growth experiments
- Understand core drivers of engagement to segment customers into meaningful and actionable cohorts
- Bring a scientific approach to our hypothesis generation and experimental design
- Answer business-related questions through exploratory data analyses and ad-hoc reporting that drives acquisition, activation, retention, and monetization
- Analyze user behavior to inform design and product decisions
- Define proper measurable metrics/variables for analyzing a business problem and provide actionable recommendations
- Collaborate across teams in the organization to improve data-driven decision making
- Build data visualizations used by the Growth and Leadership teams

### You Have:

- Good Knowledge of SQL and Python
- Experience in working with data and conducting statistical and/or numerical analysis
- Good Understanding of how to design experiments in a rigorous and statistically significant way
- Detail-oriented with the ability to translate quantitative and qualitative data into solid customer insights
- Skills of an effective communicator who can express sophisticated concepts effectively, able to tell a good story, and support it with numbers and visuals

### Qualification:

- BTech/MTech pass outs of 2022 & 2023, Degree in Computer Science, Engineering, Economics, Mathematics, Statistics, or a similar quantitative field

### Nice To Have:

- Experience with Business Intelligence tools such as Looker or Tableau with Looker preferred

### What we offer:

At GroundTruth, we want our employees to be comfortable with their benefits so they can focus on doing the work they love.

- Unlimited Paid Time Off



## GroundTruth

- In Office Daily Catered Lunch
- Fully stocked snacks/beverages
- Health coverage including medical, dental, vision and option for HSA or FSA
- Generous parental leave
- Company-wide DEIB Committee
- Inclusion Academy Seminars
- Wellness/Gym Reimbursement
- Pet Expense Reimbursement
- Company-wide Volunteer Day
- Education reimbursement program
- Cell phone reimbursement
- Equity Analysis to ensure fair pay

We operate in a fast paced, dynamic environment where everyone on the team is committed to the success and growth of GroundTruth. Our culture is highly entrepreneurial and our success comes from our employees who voice their opinions and ideas to facilitate growth to our bottom line. We reward hard work, support career development, offer comprehensive benefits, and foster a fun and friendly work environment.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status

Please reach out to us at [careers-gt@groundtruth.com](mailto:careers-gt@groundtruth.com).