# Bachelor/Master Thesis AssignmentVoice of the Consumer Data Analysis

https://www.icdrachten.nl/vacatures/bachelor-master-thesis-assignmentvoice-of-the-consumer-data-analysis/



**Bedrijf**: Philips
**Locatie**: Drachten
**Opleidingsniveau**: HBO/WO
**Periode**: at least 4 months
**Stage**: Ja

At Philips Oral Healthcare, Research and Development Team, we develop innovative solutions to ensure
people can get a healthy mouth and smile outside of the dental clinic just by using our products daily.
Product range from power toothbrushes, water flossers, and whitening products.
In this assignment, you will interpret and produce visualizations of multiple data sets from various
sources to support effective story telling in reporting consumer engagement data. Using both qualitative

and quantitative methodologies, you will identify consumer pain points and key drivers of ratings and
reviews, establish customer experience metrics, and work across the organization to deliver new
insights that ensure superior consumer satisfaction with our products and services.
We are looking for someone who has knowledge about and/or has affinity with:

- User Experience Research, Design, and/or Strategy
- Psychology, Behavioral Science
- Data Science, Analysis, Informatics, and/or Statistics
- Or similar fields
  We expect from you that you:
- Problem-solving skills
- Written and verbal communication skills
- Development, coordination, and execution of project plans
- Self-starter requiring little direct supervision
- Comfortable with ambiguity, including ambiguous data sets and with triangulating data from
  different sources
- Strategic minded and metric driven
- Experience collaborating with cross functional teams
- Experience in Healthcare preferred but not required
- Global experience working across multiple locations and timezones a plus

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