

Title: **Data Mining Manager**

Length of contract: 2 years

Closing Date: 24 April 2009

Omni Marketing Group Asia is the largest Integrated Retail Marketing Service company in Asia. Founded in 1993, OMG enhances retail marketing strategies to drive our clients' businesses to new heights. We have five Strategic Business Units that provide a comprehensive suite of products and services, including In-Store Media Applications and Product Demonstrations, Data Analytics, Precision Marketing and Out-Store Marketing Solutions. We have an extensive retail network, partnering top retailers across 8 countries in the region. In addition, we have strong support from leading international and local FMCG marketers.

OMG seeks a Data Mining Manager to join its Data Mining team. In this role, you will take up the challenge of efficiently discovering actionable knowledge from large datasets.

Responsibilities

- Apply advanced statistical and machine learning tools to quantitative and qualitative data collected internally and/or through integration of third party data sources.
- Develop Exploratory Data Analyses on above datasets.
- Develop/Implement analytical data models, including but not limited to:
 - Predictive Models
 - Customer Profiling
 - Segmentation Analysis
 - Basket Analysis
 - Text Analysis
- Develop Machine Learning/Statistical Models using quantitative data collected internally and/or through integration of third party data sources.
- Develop/implement techniques for visualising and presenting above data and analysis results.

Responsibilities *(continued)*

- Develop/implement Data Mining/Statistical Analysis and Analytics approaches and methodologies for client engagements.
- Conceptualise and support design and implementation of analytic models developed.
- Provide Knowledge Sharing and Training to internal staff and clients to interpret analysis methods and results.
- Evaluate new and existing Data Mining/Statistical Analysis and Analytics tools.

Requirements

- Degree in Statistics, Operations Research, Engineering, Computing Science preferred
- Extensive experience using SQL language
- Ability to apply the following techniques to solve business problems:
 - Machine Learning techniques, such as self-organising maps, c4.5, support vector machine, association rules, text and spatial mining, etc; and/or
 - Statistical techniques, such as linear regression, logistic regression, analysis of variance, cluster analysis, CHAID, CART, k-means, principal components, factor analysis, etc.
- Proficiency with at least one of the following tools is essential:
 - SPSS, SAS, S-Plus, SPSS Clementine, SAS E-Miner, Salford, KXEN, Insightful Miner, FairIsaac, Weka, R, RapidMiner or other Data Mining/Statistical Analysis tools
- Direct Marketing, Internet and/or Marketing Analytics experience a plus
- Experience with large databases
- 2+ years experience of data discovery, Data Mining/Machine Learning/Statistical Modelling and building descriptive and predictive models with large data sets
- Experience with data modelling, optimisation and reporting

If you are looking for definite challenges in a highly driven and fast paced environment with ample development opportunities, please send in a full resume in MS Word format to hr@actmedia.com.sg stating your current and expected salaries for a confidential discussion.

We regret that only shortlisted candidates will be notified.