

FARM JOURNAL

Data Scientist

Department: Data & Research

Location: Chicago, IL

Reports to: Division President, Data & Research

POSITION DESCRIPTION

Farm Journal, the largest business information company serving U.S. agriculture, is seeking a Data Scientist to partner with our business and internal teams to aid them in data strategy.

Essential Duties and Responsibilities

These duties include, but are not limited to, the following (other duties may be assigned):

- Provide highly analytical and creative ideas to business intelligence projects.
- Deliver insightful and visual solutions to complex problems for clients.
- Analyze large volumes of data to extract meaningful insights using advanced mathematical, statistics and machine learning methods.
- Provide data modeling, mining, pattern analysis, data visualization and machine learning solutions to address customer and internal needs.
- Communicate project output in terms of customer value, business objectives and product opportunity
- Partner with data and technology teams to integrate learnings into operational platforms and products that are scalable for our sales team.
- Build relationships with business team members and recommend innovative solutions.

Preferred Skills

The ideal candidate will have knowledge of, or better, *proficiency in* at least some of these – *the more the better*:

- A programming language (R, Python, Julia, Spark, etc.) for regression and statistical application
- Model evaluation, hypothesis testing and experimental design
- Marketing science techniques, such as propensity modeling, segmentation, media mix modeling, customer 360, etc.
- Consumer behavior analysis, standard marketing KPIs, customer segmentation and digital and traditional media campaign data
- Agricultural economics and commodity markets
- Tableau
- SQL
- Data mining, Machine / Deep Learning
- Statistics and statistical theory
- Econometric modeling
- Regression analysis

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- Neural networks
- Classification analysis
- Strong verbal and written communication skills

For more [information](#) or questions on any Farm Journal job postings, please contact:

Krystel Rummans, HR Generalist

Farm Journal

8725 Rosehill Rd, Suite 200

Lenexa, KS 66215

Phone: (913) 438-0730

E-mail: hr@farmjournal.com