



## Project Study: Data Driven Strategy

### Who is Data Insights GmbH?

We are an innovative IT consultancy company with a focus on Big Data projects, founded in Munich in 2016.

Our customers draw from a wide range of industries i.e. automotive, finance, retail and insurance. Our goal is to develop data-based (product) innovations for our customers via integrating, analysing, processing, and optimising complex data. Our customers are all big names in their respective industries, and our projects tend to be hugely varied in nature. In order to meet the requirements of our customers, our team consists of both Data Engineers and Data Scientists with a variety of specialities. Our goal is to take an idea from development into production, ultimately to assure maximal value for the customer.

On a technological level, our team is highly competent, agile, international, and forms the heart of Data Insights. We guarantee our team members flexibility and personal responsibility. At Data Insights we embody Management 3.0.

### What is the scope of the research?

What does it take to have a meaningful Data-driven Strategy, and how should we develop it? Based on your research we will design our consulting offerings for our customers.

### What you will work on:

- Start with the “Why” – why should corporations be interested in having a data (-driven) strategy?
- What definitions are widely used for data (-driven) strategies?
- What is the value of a data-driven strategy, and how does one help a business?
- What consultancy offerings are out there (competitors), and what is the market really asking for?
- What are some typical pitfalls and major challenges customers face on their journey to becoming a data-driven organization?

### What do we expect from you?

- Student in IT, Engineering, Business, or related field
- Interest in marketing and market research
- Knowledge of research and analysis frameworks/approaches
- Well-structured, proactive, and goal-oriented working style
- Fluent in German and English

Your research should allow us to position Data insights' consulting offering for Data Strategy directly in the market 'sweet-spot', so to speak, by better understanding the need of customers, as well as our competition.

### Why you should apply:

- You'll be part of creating something new – beginning with an idea, growing and developing it, and finally seeing it be deployed in the marketplace
- You work with a young team with a start-up feeling, and a cool office in the middle of Munich close to Goetheplatz
- You are in the driver's seat for this study - meaning lots of autonomy while always being able to reach out to the broader team at Data Insights if you get stuck

### Sound interesting?

Please send all relevant documents (i.e. CV, motivation letter, academic degrees, and work references) and your earliest possible starting date to [recruiting@datainsights.de](mailto:recruiting@datainsights.de)

If you have any questions, feel free to contact us.  
We are looking forward to getting to know you!

Do you know someone who will perfectly fit to our team? Then tell them about us.

### Your Data Insights Team

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