

109914 – Internship in Web Data Analytics DIVISION BUSINESS TRANSFORMATION

Company general information

TOYOTA is one of the world's largest automobile manufacturers and a leading global corporation. Founded in 1937. Toyota now sells vehicles in 170 countries and employs over 300.000 people.

Based in Brussels, Belgium, and staffed by 2.700 people and more than 60 nationalities, Toyota Motor Europe (TME) handles the wholesale marketing of Toyota and Lexus vehicles, parts & accessories, and manages Toyota's European R&D, manufacturing and engineering operations.

Team/division description

The Digital Center of Excellence (DCoE) is part of the Business transformation division. The DCoE coordinates Toyota's digital presence in Europe via a pan EU programme as well as a companywide governance activity ensuring strategic and operational alignment of all digital activities across the company. One of the key activities is Data Analytics.

Your project

The data analytics project will bring you in contact with the heart of our organisation. Data from our digital tools is increasingly used throughout the organisation – on Pan EU and National level:

- The DCoE > website effectiveness and task completion
- The product team > insight in consumer product interest (model, colours, engine preferences)
- The sales team > correlation between traffic / preference and sales
- The marketing team > input in their marketing effectiveness (ROI)

Where currently the basics of the reporting is done, your project is to further professionalise our setup (link web data to other relevant data such as sales) and especially further explore the power of correlation analyses.

TOYOTA MOTOR EUROPE NV/SA

Responsibilities

- Interpreting data, analysing results using statistical techniques and providing ongoing reports
- Improve our methods for data presentation and correlation
- Combine web analytics with primary or secondary data sources
- Identify, analyze, and interpret trends or patterns in complex data sets
- Work with management to prioritize business and information needs
- Locate and define new process improvement opportunities

Profile

- Background in Mathematics, Economics, Computer Science, Information Management or Statistics
- Technical expertise regarding data models, data mining and segmentation techniques
- Knowledge of statistics and how to analysing datasets (minimum good Excel knowledge)
- Strong analytical skills with the ability to collect, organize, analyse, and disseminate significant amounts of information with attention to detail and accuracy
- Ability to respond to queries, report writing and presenting findings

Place of employment

Brussels, TME HO

Starting date: to be agreed between the intern – university and TME

Duration: 6 months (negotiable)

Confidentiality: Due to business requirement, not all performed projects can be reflected in the internship report. This issue needs to be discussed with candidate/school in advance.

It is mandatory that applicants are students for the entire period of the internship. Interested in this internship, please apply [online](#).

http://www24.i-grasp.com/fe/tpi_toyota01.asp?newms=ap&id=69158&aid=16263