

## Who we are

Yves Rocher is a worldwide [cosmetics](#) and beauty brand, founded in 1959 by the French entrepreneur [Yves Rocher](#) in [La Gacilly](#) (Brittany, France). The company is fully integrated and present in 88 countries on five continents. It has developed a strong culture of customer relationship management, which translates into very rich customer data. With over 90% of customers enrolled in our loyalty program, we indeed have the capacity, and in fact the duty, to tailor our offers to customer needs and preferences.

The group Rocher also manages the brands Petit Bateau, Stanhome, Dr Pierre Ricaud, Daniel Jouvance, Kiotis, ID Parfums, Flormar, Sabon and Arbonne.

## Environment & job description

The central data & business intelligence team accompanies the main business divisions of the group (marketing, product development, pricing etc.) in all their strategic projects, as well as countries with limited local resources. The company is currently engaged in an ambitious transition plan which includes switching from on premise databases to the cloud and a complete revamping of the customer loyalty program (the loyalty programs in store and online have been operated separately so far).

A crucial part of our activity consists in analyzing customer data (transactions, website navigation, customer surveys etc.) with a view improve the efficiency of our loyalty program and the match between our products and customer preferences. As a data scientist, your missions will therefore include:

- Scoring / classification of customers (clustering)
- Analysis of the performance of new products and commercial offers (linear, logistic/probit regressions, panel data models)
  - Personalization of customer experience (machine learning – you will be working on Google Cloud Platform)

## Our ideal candidate

- Pursuing a master's degree in a field such as data science, statistics, quantitative economics
- Strong familiarity with data science concepts and modeling techniques
- Interest for customer relationship management and quantitative marketing
- Strong SQL skills
- Programming experience in Python or R
  - Fluent in English & French