The Professional Services team
The Professional Services team serves as a trusted advisor and solutions provider to our clients. As a member of the Professional Services team, you will start with the client problem or challenge and work backwards to create the right process and mix of solutions/products to tackle that opportunity. The team is organized into three key areas that focus on the continuum of client engagements, addressing continuous, custom and specialized analytics projects.

Are You Ready to Join the Team?
Nielsen's Professional Services team offers a 10 week summer internship in:
• Continuous Analytics
• Custom Analytics, or
• Specialized Analytics

Variety of work locations to include:
United States
• Chicago, IL
• Cincinnati, OH
• Minneapolis, MN
Northeast
• Wilton, CT
• Parsippany, NJ
South
• Bentonville, AR
• Atlanta, GA
West
• San Francisco, CA
Canada
• Markham, ON

Professional Services Intern
Internships with Nielsen provide diverse and challenging learning opportunities as well as the development of professional and personal skills through training, networking and mentoring.

Develop Your Future With Nielsen
Intern assignments focus on vital business issues, processes and projects. Assignments vary according to business need but are all designed to stretch your skills and to support your professional development by providing clear goals and actionable feedback on your performance. An internship is a unique opportunity to experience the Nielsen environment, culture and team while enhancing your professional and personal skills.

Only Nielsen...
• records 51,000,000 retail transactions at 36,000 stores
• monitors 100,000 households scanning 279,000 products
• tracks more than 40,000 television programs
• follows the web-surfing habits of 410,000 people
• tracks and analyzes over 85% of the world’s advertising
• measures Brand Buzz across 100 million blogs and message boards
• monitors the habits of 35,000 mobile phone users
Professional Services Analyst

Join one of our Three Analytic Teams

Continuous Analytics
Continuous Analytics associates leverage a full range of analytic tools and skills to support everyday decision making and deliver business-building insights to Nielsen's manufacturing and retail clients in areas such as:

- Competitive insights and brand health analysis
- Category management and shopper insights
- Trend detection and sales driver analysis
- Promotion effectiveness

Custom Analytics
Custom Analytics associates use sophisticated analytic solutions to solve strategic business decisions for our clients. Through the application of advanced statistical approaches and consulting, they help deliver profit-enhancing solutions in the following areas:

- Assortment
- Advanced Solutions and Forecasting
- Marketing ROI
- Price and Promotion
- Segmentation and Targeting

Specialized Analytics
Specialized Analytics associates help deliver world-class insights and consulting on new products, brands and consumers. Specialized Analytics combines consumer survey research, client marketing intelligence and cutting-edge proprietary techniques to enable successful innovation for our clients. Key consulting in the following:

- Brand innovation and new product forecasting
- Understanding and consulting on consumer needs, preferences and behavior
- Pricing and portfolio management

Successful Candidate Criteria

- Enrollment in a 4-year matriculating program
- Completion of at least two years study in marketing, business, social sciences, mathematics, statistics or a related course of study
- Strong record of academic achievement 3.0 minimum
- Demonstrated project management skills
- Analytical approach to problem solving
- Permanent US Work Authorization
- Demonstrated leadership
- Intellectual curiosity
- Strong interpersonal, verbal and written communication skills

Visit http://nielsen.com/oncampus for more information

Copyright © 2011 Nielsen. All rights reserved. Nielsen and Nielsen logo are trademarks or registered trademarks of CZT/ACN Trademarks, L.L.C. EOE/AA/M/F/D/V