

A modern office interior with a purple overlay. The space features a high ceiling with exposed pipes and three large, dark, dome-shaped pendant lights. On the left, there is a black metal shelving unit filled with various items, including books, plants, and awards. In the foreground, a blue armchair and a matching ottoman are positioned on a wooden floor. To the right, a white sofa and a wooden coffee table are visible. The background shows a glass-walled office area.

# zapr

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## Sr. Data Analyst



## About us:

ZAPR Media Labs is an early stage media-tech company operating at the intersection of mobile advertising, digital signal processing and data analytics. We're seeking to better understand the media consumption preferences of billions of individuals and build a bridge between the offline and online worlds, providing real cross-device audience engagement capabilities to brands and agencies. We've developed a proprietary audio content recognition platform that analyses the television viewership of over 500 TV channels, radio and cinema and profiles millions of users on their media consumption.

Deployed across millions of smartphones, Zapr has rapidly grown into one of the world's largest media consumption repositories and audience platforms, ushering in greater transparency and Efficiency into media planning, media analytics and audience engagement. We're venture funded and are backed by global media conglomerate - 21st Century Fox & Star India as well as Flipkart, Saavn and VC funds and angel investors from Singapore, Europe, US and India.

Located in Bangalore, we're currently one of the industry's leading research facilities in ACR/media detection technologies, and we're building some exciting technology platforms - across data analytics and ad-tech space at massive scale - that can leverage our media consumption data and enable content owners and brands to identify, connect and engage with their target audiences across the offline (TV) and online (Mobile, Apps, Social) universe.

Additionally, we're also expanding beyond audio into the exciting domains of image and video recognition.



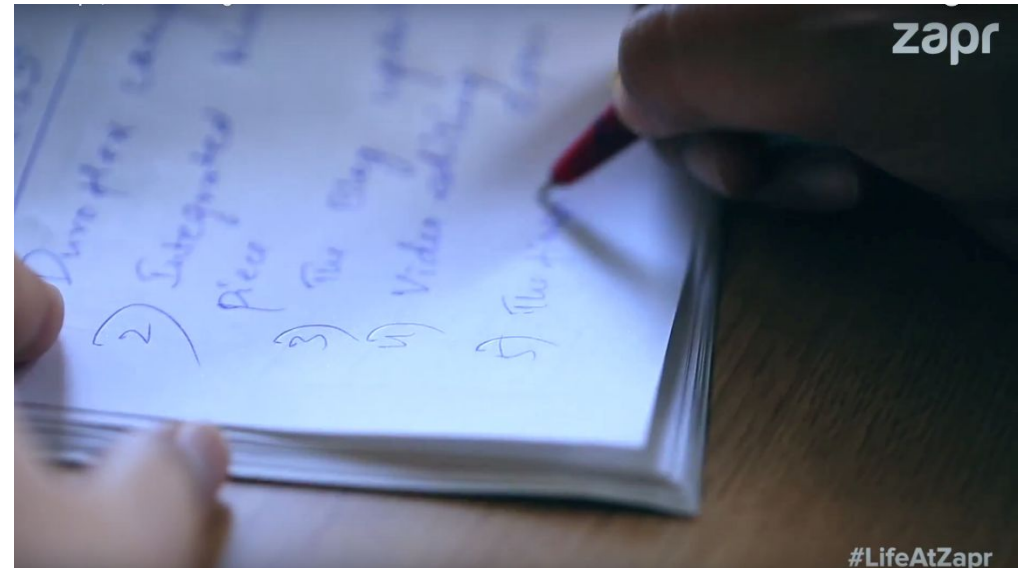
# Roles & Responsibilities

## Sr. Data Analyst

The Sr. Data Analyst will be working as a part of the Zapr Data Insights team responsible for understanding and deriving insights from the billions of data points on media viewership collected by the ZAPR platform. ZAPR collects media viewership data across millions of users every single day. The Sr. Data Analyst would be querying, mining and analyzing ZAPRs data to answer critical questions like -

- How can a brand benefit by using Zapr's data?
- How to extract relevant insights from the data for driving actionability and better decision making?
- How do we share relevant data cuts with the client?
- What is the best way to present the data?

The person would also be responsible for liaising with clients, understand client data requirements and work with the operations team on client servicing for analytics related to advertising campaigns. He / She would own all analytics work streams and data products including - insight generation, dashboard creation and account management.



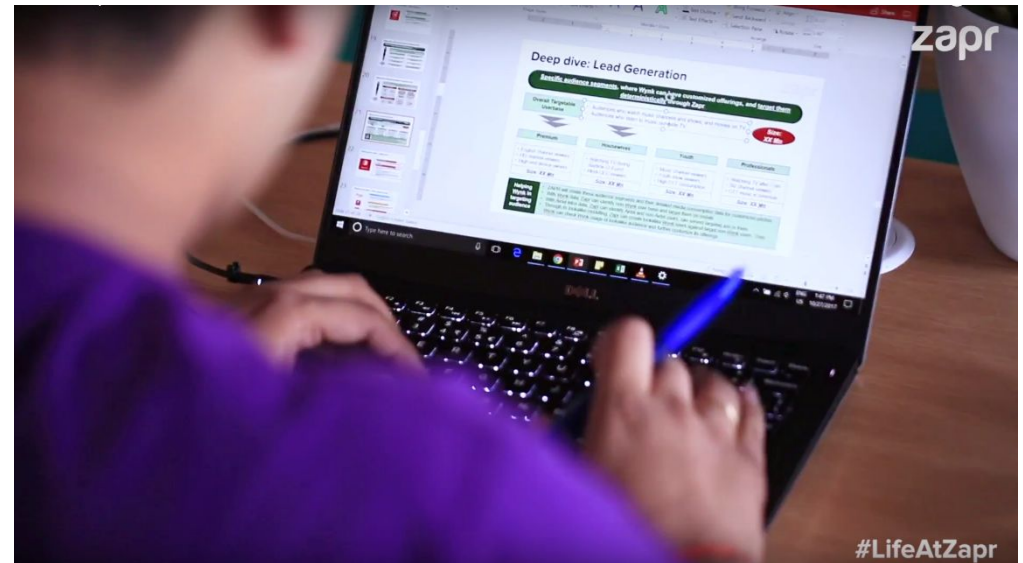


## Requirements

- Bachelor's degree from a Tier 1 college/university
- Around 3-4 years' experience in analytics, experience in client facing role preferred
- Proficiency in data analytics tools is a must – Advanced SQL and Python
- Experience in working with data visualisation
- Proficiency in Python programming is highly desirable
- Exceptional communication skills – verbal and written is a must
- Should be able to create excellent templates using excel
- Good PowerPoint skills preferred
- Should have great interpersonal and people management skills
- Should be able to train data analysts and transfer the domain knowledge

## Contact Details

Kindly send a brief note indicating your interest and highlighting your prior experience to Anjali Kumar at [anjali@zapr.in](mailto:anjali@zapr.in), or call on +91- 8884779362 for more details.



# Why Zapr?

## **We're building the un-built**

We're inventing the future with disruptive technology; we're lifelong learners.

## **We're comfortable with failure**

We take ownership and work outside of our comfort zones, always pushing boundaries.

## **We're friends first, colleagues later**

We enjoy each other's company, and that makes all the difference.

## **We stay committed, and we're accountable**

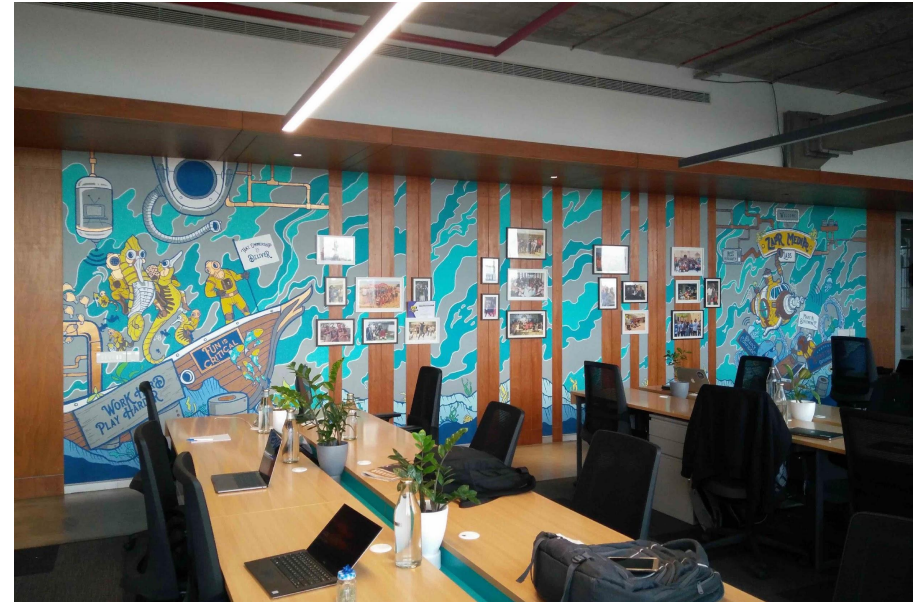
We stretch and wear many hats, defining by ourselves what we want to achieve.

## **We listen, think and speak**

We hear each other out and speak our minds. We're open to ideas, people and the possibility of being wrong.

## **We're genuine and authentic**

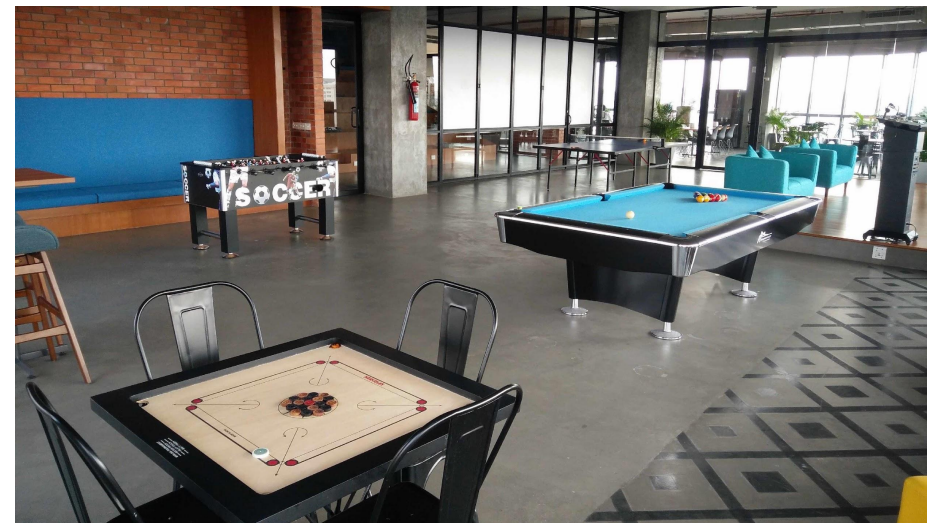
We care for one another - our team, partners and clients. We learn from our failures and improve.





## Perks at Zapr:

- Our work hours are super flexible.
- We have an amazing office with a huge playzone and a cafeteria.
- Xbox, Pool table, Table tennis.. You name it, we have it.
- Our cafeteria serves all day breakfast, variety of juices and lunch too!
- #UnwindFridays - Every Friday evening is a party at Zapr
- We have various internal clubs - Outdoor/Indoor sports, Music, Books. We look forward to you starting your own club too :)



## #LifeAtZapr - The team talks!



### Archit Seth

Archit works in the Engineering team at Zapr. Watch what makes him happy and solve crucial problems everyday

<http://bit.ly/2JrrU2w>



### Suzanne Sangi

Suzanne works as a Sr. Content Writer at Zapr Media Labs. Watch her talk about what makes her life at Zapr amazing!

<http://bit.ly/2NkuSZe>

## REVIEWS

“Good tech problems to solve, good culture where you can try better solutions, very clear goals & lots to learn are the biggest pros at Zapr.”

Current Employee - Senior Engineering Manager in Bengaluru

“I have been with this company for close to an year. Having experienced working with few other companies/startups before, I believe the work environment and culture the CXO's and VP have created and sustained over my tenure is commendable and unique. The work is satisfying in terms of scope of learning and their innate challenges. The team is pretty young and working together on different problems is fun.”

Current Employee - Anonymous Employee

“Great culture. Tremendous scope in terms of learning & exploring new things. Highly talented workforce. Focused & driven leadership team. A great place to work. Everyone is friendly and approachable.”

Current Employee - Anonymous Employee

“Lovely atmosphere: Zapr is an amazing place to work. Everyone out here is very friendly, ever approachable and always jolly. People help each other and truly work as a team. Great level of trust, dedication, technical knowledge and maturity from a young team.”

Current Employee - Software Engineer in Bengaluru





**"It always seems impossible  
until it's done."**

**#BuildTheUnbuilt**

**Apply now: [www.zapr.in/team](http://www.zapr.in/team)**