

## Business analyst internship at Kraft Foods

Do you want to know how coffee brewer sales impact the coffee business, how an American cookie can become the UK favorite or how weather influences chocolate? Join the business insights team!

Kraft Foods is number 2 in the food industry worldwide. Our Kraft products are sold in 160 countries and Kraft Foods offers employment to more than 140.000 employees. Kraft Foods Europe operates in a Category led business model organization for the 5 Core Categories of Coffee, Chocolate, Cheese & Dairy, Biscuits and local categories. The Categories lead the development and implementation of strategies for the growth of the total business.

Fancy an interesting and challenging internship? At our company you can benefit from an open work climate, lots of variety and an authentic trainees-atmosphere with more than 20 international trainees every year. Your enthusiasm helps us innovating and turning challenges into opportunities; we do like bubbling ideas. But above all your input as a person is of essential significance because at Kraft Foods our people are our secret ingredient.

### Taste a Business Insights Internship

We are looking for an intern who provides support to the European Analytics Team. The Europe Analytics Team provides analytic expertise for Business Teams cross Europe and cross categories. Team members work as consultants internal Kraft with the aim is to improve marketing and sales efficiency and sharing learning cross Europe.

The Europe Analytics team acts as a project manager and mainly coaches suppliers to answer the business questions. It leads also the development and implementation of new / improved analytical tools for identifying business opportunities.

The Business Insights trainee operates on the European level with a larger variety of project simultaneously and therefore needs strong organizational, communication, interpersonal skills, and fast adaptation to different business environments. He deals with many departments such as research, marketing, sales, finance, media...

### Your tasks will be:

Provide assistance to one of the Business Insights Managers Kraft Foods Europe on:

- Coordination of Marketing Mix modeling projects cross Europe cross categories, work closely with CI, Marketing team and external agencies across the globe: forecasting, simulations of scenarios.
- Lead on implementations of new analytics tools: Nielsen Answers, Nielsen National Drivers, Dashboards...
- Support EU analytics team for modeling analysis by using internal analysis tools.

### We are looking for an enthusiastic intern who:

- has a feeling for research, analysis and insights generation.
- has a quantitative mind.
- has strong organizational, communication, interpersonal skills, and a very good capacity of adaptation to different business environments.
- is work action- and result oriented and knows how to follow a concrete time schedule
- know how to handle difficult issues in a logical and analytical way and being sensitive for the larger business context.
- has a relevant educational background

Make it happen on [www.kraftfoods.be](http://www.kraftfoods.be)!