



## Data Programming Boot Camp

**Start: January 2016 Duration: 6 weeks, out of office hours**

### Our first journey in big data will:

- Show you the data processes behind each market research study
- Lead you to the depths of Quantum - sophisticated and flexible computer language designed to be used for data validation, data recording and data tabulation
- Give you the basics of working with SPSS and UNIX for data processing
- Give you the opportunity to be trained by experienced Data Processing specialists
- Let you get acquainted with the work environment at GfK

### Data Programming Boot Camp content:

- In-class theoretical lessons on research and Quantum programming, UNIX and SPSS basics
- In-class practical exercises with real data processing examples
- Self-training at home with a distant access to the needed training materials
- Feedback based on personal performance (during the in-class trainings and the homework exercises) and Quantum test results.

Those of you who successfully complete the training according to GfK internal standards, might be offered to join the team of GfK in Bulgaria, depending on available positions.

### Data Programming Boot Camp is for you if:

- You are interested in the market research or experienced professional eager to learn a new programming tool;
- You are seeking for professional challenge or career change;
- Your strong areas of interest include: Mathematics, Statistics, Market Research, Programming, Logical Thinking
- You know the key of the integer sequence: 1, 2, 2, 3, 4, 6, 9, 14, 22, 35, key

### Apply now! Be part of the first graduates of Data Programming Boot Camp!

You know the key of the integer sequence? Send it together with your CV and a brief motivation to participate via email [dpbootcamp.bulgaria@gfk.com](mailto:dpbootcamp.bulgaria@gfk.com).

Deadline for applications: **November 15, 2015**

Shortlisted applicants will be invited to participate in a selection process with our Data Programming Boot Camp trainers.

Data Programming Boot Camp is the first and only in Bulgaria free training related to data processing, organized by GfK Bulgaria. The training will assist you in gaining knowledge in the technical side of market research and will give you the opportunity to become part of GfK team. You will acquire new skills, which will be an advantage for your future career development.

More information is available on our official website. If you have any questions, please contact us via phone – 02/ 930 8678.