

Database/Analyst Intern (2 positions)

Position Information

Employer: Meijer Inc.

Title: Database/Analyst Intern (2 positions)

Description: If you decide to pursue this opportunity as a credit-bearing internship, you will need to get approval from your academic department prior to the start of the academic semester in which you wish to register for the internship.

If you obtain this internship and register to receive academic credit, you may be eligible to receive a monetary GVSU Career Services Internship Award (provided you have financial need documented through a FAFSA). Award criteria and application materials are available under the Internship section on our web site at www.gvsu.edu/careers.

WORK DESCRIPTION: Database Analyst Intern

The Marketing Department at the Meijer corporate offices is looking for interns to assist with the development and implementation of Customer Database Marketing (CDM). Customer database marketing uses transaction level information to analyze shopping behavior at an individual household level. This initiative provides Meijer with the knowledge and tools to positively influence shopping behavior through relevant, efficient promotional strategies.

- Work with both Marketing and Information Technology departments
- Access customer data to analyze shopping behavior
- Gain insight into the marketing strategy planning process
- Gain understanding of database design, structure, and content
- Enhance SQL writing skills
- Assist/provide input for database enhancements
- Participate in key challenges relating to business growth
- Get exposure to data analysis and promotional execution tools:
 - o Enterprise Offer Management – Logix, Offer Optimizer, TCRM
 - o Teradata SQL Assistant
 - o MicroStrategy
 - o BI Query

REQUIREMENTS:

Statistics majors who have completed STATS 318 and CS162 Candidates must be proficient in Excel and Access applications.

Candidates should be able to work both independently and as part of a dynamic problem solving team.

Two intern positions available every semester.

Must be able to work at least 15-20 hrs. during fall/winter and full-time during summer.

How to Apply: E-mail resume and cover letter to: Andy VanGarderen at Andy.VanGarderen@meijer.com

Contact: Andrew P VanGarderen
Salary Level: Paid
Job Function: Analyst, Database Management
Desired Start Date: December 12, 2011