

Big data is a big deal

Business Intelligence Program

Bell's Business Intelligence (BI) specialists manage and optimize the data, insights and tools used to define our direct marketing contact strategy, analyze customer behaviour, automate business insight processes, and drive marketing campaigns and optimal business decisions. The Business Intelligence Program is your opportunity to get the job Harvard Business Review calls the sexiest of the 21st century!

Why join us?

- **Join** the BI team with the largest and richest data set in Canada.
- **Gain** experience with Canada's most evolved BI applications and technologies.
- **Develop** your project management skills and analytic capabilities.
- **Understand** the business and, most importantly, Bell customers.
- **Help** define opportunities.

What you will do

- Data collection, generation and analysis
- Opportunity identification
- Data-driven insight contribution
- Project management

Highlights

- Get to know the Bell family during your orientation.
- Receive extensive and ongoing training, and master our innovative tools.
- Help analyze big data, provide usable insights, and partner with key people to drive opportunities.
- Get a permanent job on our exciting BI team and work with many teams across the organization, including Marketing, Bell Media, Bell Business Markets, Field Services, and Loyalty and Retention.

Think you've got what it takes?

We're looking for smart, curious team players who are:

- Treasure hunters, to sift through big data
- Easygoing collaborators
- Status quo challengers
- Task and priority jugglers
- Strategy and recommendation builders

What our new grad leaders have to say

"To me, the best thing about working for Bell is you can reach out to a VP, Director—anyone, really—and they are more than happy to help."

– Nisita Tappata

"Recent university graduates have a real opportunity not only to learn, but also to share ideas and be heard."

– Romain Louis



Nisita Tappata
University of Ottawa graduate

