



**Mitsubishi Motors Malaysia Sdn Bhd** is the official distributor of Mitsubishi Motors vehicles in Malaysia. As one of Malaysia's leading automotive company, Mitsubishi Motors Malaysia is committed to produce and sell vehicles that are technologically advanced, high in quality, performance, safety and comfort.

We invite suitable talented individuals who are result-oriented, fast-paced and committed to join us as:

## **DATA ANALYST INTERN– DIGITALIZATION**

As a Data Analyst Intern in the Digitalization Department at MMM, your role will involve close collaboration with various departments. You'll use the Customer Data Platform (CDP) audience studio to segmentize potential data, creating dashboards with Power BI to visualize the efficiency of departmental and companywide targets. Additionally, you'll be responsible for recording and reporting CDP data segmentation efficiency, app data, and statistical performance, along with providing status reports.

### **Main Responsibilities:**

#### Customer Data Platform (CDP):

- Collaborate with departments and the digitalization team to manage CDP data and segmentation requests, utilizing the CDP Audience Studio.
- Effectively segment data using the CDP Audience Studio and distribute it to relevant stakeholders.
- Produce reports to track CDP segmentation performance based on insights from CDP Treasure Insight.
- Create visualized data and dashboards using Power BI for performance tracking and decision-making.
- Generate weekly, biweekly, and monthly reports using CDP and Power BI, enabling managers and stakeholders to assess segmentation impact on departmental KPIs and make necessary adjustments.
- Maintain and update the data dictionary, ensuring clarity on data definitions, formulas, and usage.

#### App Data & Dashboarding:

- Produce app data reports to update customer signups, usage, demographics, and performance using Power BI.
- Develop swim diagram blueprints for apps.
- Coordinate and support stakeholders in resolving app technical issues.
- Prepare training materials and guidelines for app stakeholders.
- Coordinate with stakeholders and vendors to update app information.
- Create and distribute in-app push notifications for marketing purposes.

#### Operations & Administration:

- Update and track progress in weekly meetings, ensuring timely follow-up with departments and vendors.
- Record and document meeting minutes.
- Produce & Document Filing: Recording, Generating, PPTs, Invoices, Memos, Presentations, and Meeting Minutes.
- Coordinate and prepare materials for training.

### **Requirements:**

#### **Human Capital Management Department**

Mitsubishi Motors Malaysia Sdn. Bhd. (680028-M)  
Level 6, Building A, Dataran PHB, Saujana Resort, Seksyen U2  
40150 Shah Alam, Selangor Darul Ehsan  
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- Currently pursuing a Bachelor's degree or diploma in Data Science, Computer Science, Information Technology, or related field.
- Strong analytical skills and proficiency in data analysis tools such as Power BI.
- Familiarity with Customer Data Platform (CDP) and experience with data segmentation techniques.
- Excellent communication and collaboration skills, with the ability to work effectively across departments.
- Proactive attitude and eagerness to learn and contribute to digital transformation initiatives.
- Strong problem-solving skills and ability to thrive under tight deadlines.

Interested applicants are invited to write-in, fax or email a detailed resume stating qualifications with a recent passport-sized photograph to:

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