



ROLE PROFILE

Job Title: Principal Data Scientist

Location: London

Reports to: Associate Director,
Advanced Analytics

Division/Dept: Strategic Insights

About SEGRO

SEGRO is a leading owner, manager and developer of modern warehouses and light industrial property, with a portfolio comprising 10 million square metres of space, valued at £18 billion. Our assets are positioned strategically at locations in the UK, France, Germany, Italy, Poland, Spain, The Netherlands and the Czech Republic, and our customers include many of the biggest names in retailing and logistics, such as Amazon, Deutsche Post and Ocado.

For over 100 years SEGRO has been creating the space that enables extraordinary things to happen. From modern big box warehouses, used primarily for regional, national and international distribution hubs, to urban warehousing located close to major population centres and business districts, we provide high-quality assets that allow our customers to thrive.

We have strong plans for growth of our business over the next five years, with a clear objective of being the very best property company. We are making continued investment in improving our operational effectiveness, further enhancing our environmental and social commitments, and maintaining our position as being a great place to work for our staff.

About the SEGRO Strategic Insights Team

SEGRO has been a highly successful company over the past 10 years, but we recognise that to sustain our success we need to continuously improve. One of the key improvement areas identified in our company strategy is making insight-supported business decisions.

Core to achieving this is our new Strategic Insights department, which incorporates market research, advanced analytics, and strategic trends. Our purpose is to help SEGRO use be the best property company by building conviction around actionable insights. We have three key areas of focus:

- Advanced Analytics – using analytics and data science in evidence-based decision making
- Business Insights – maximise value from our data, research and relationships
- Strategic Trends – equip us to act faster than competitors via a superior understanding of trends

About our Advanced Analytics work

We are focused on analytics tools and insights which support evidence-based decision making, for example:

- Geospatial analytics tool appraising every km² of Europe for industrial property suitability
- Using opensource geospatial data to create a data set of all industrial buildings across Europe



- Exploring the ability for unsupervised learning to identify land acquisition opportunities
- An automated news service, which uses an AI-supported market intelligence platform
- A model which processes external credit risk data to establish customer risk profile

Examples of projects and one-off analyses include:

- Visualisation of London ULEZ extension
- Geospatial analytics tool which aggregates data related to data centres
- Visitor analytics based on journey data to show how our sites bring wider economic benefits
- Automation of the process to update EPC data

Our advanced analytics work spans multiple analytics disciplines, for example prediction, AI, and data engineering, with a notable proportion of work related to geospatial analytics. The nature of our business is one with a low volume of high value transactions. Our advanced analytics work reflects this, with a focus, for example, on opportunity identification and qualification.

Summary of the Role's Main Purpose

The purpose of this role is to sustain and advance our data modelling processes, algorithms and predictive analytics. This role will maintain existing data products and processes, develop new approaches, deliver ad hoc analytics requests, and support the delivery of longer-term projects.

Principal Accountabilities

- To produce and maintain advanced analytics deliverables for SEGRO tasks and projects. These could be related to any analytical method, e.g. visualisation, prediction, simulation, data mining
 - To assist in the identification and prioritisation of potential analytics projects and products which would be of value to SEGRO
 - To develop and maintain advanced analytics products/algorithms, at both prototype and production stages.
 - To assist, as required, other technology team colleagues working on data related subjects, e.g. development and management of SEGRO data platform, data engineering, data architecture, DevOps/SysOps, ad hoc analysis, delivering analytics training, data quality management etc.
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Core Areas of Knowledge, Skills & Experience

- Have experience working with the following technologies:
 - Data warehousing and data lake: Azure Blob and Azure Managed SQL
 - Business intelligence and visualisation: Power BI
 - Data science / analytics: Python, VBA and Excel
- Have experience of developing analytical models, algorithms and tools which solve real-world business problems.
- Experience to encompass: All areas of the model lifecycle: scoping, specifying, building, testing, deploying and continuous improvement.
- At least four of the following (or similar) analytical subject areas: GIS, geospatial data, data mining, reporting, visualisation, forecasting, prediction, prescription, optimisation, simulation.

- Have experience obtaining and preparing data for use in analysis.
 - Have experience working with structured relational and dimensional data sets.
 - Have experience of working using common analytics methodologies, e.g. agile, CRISP-DM.
 - Have experience of working in a project environment.
 - Able to communicate and negotiate complex data and technology subjects with both technical and non-technical audiences.
 - Able to organise own time and tasks, and to be effective at managing time across multiple concurrent activities.
 - Capable and keen to learn new subjects, to work flexibly within a small team, and to take on responsibilities outside of core areas of experience.
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Desirable

- Have experience of working within real estate, property, investment or related industries.
 - Have experience managing deployed/live analytical products, including performance monitoring and continuous improvement
 - Working with third party technology software and implementation vendors.
 - Have experience of managing small projects, including planning, reporting, budget management and stakeholder management.
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Special Job Requirements

This is a full-time role.

It will be based in our London office with an expectation of normally working in the office 3 days/week, but sometimes 4-5 days.

Date of completion: 19/3/2024

At SEGRO we want all of our people to be able to reach their full potential and thrive and we are committed to creating an inclusive environment for all employees, where everyone can be themselves, have access to fulfilling careers and opportunities, and feel supported.