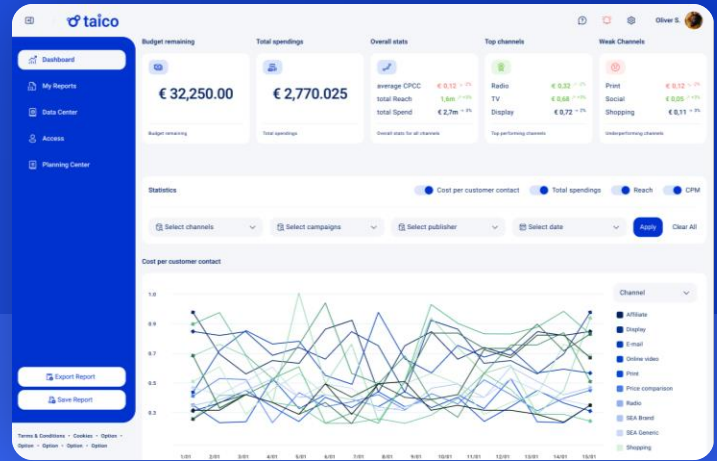# IDP at taico

Interdisciplinary Project at taico

As a Master student in Informatics or Data Engineering and Analytics you can complete your IDP/AP (Interdisciplinary/Application Project) at the TUM ERI (Entrepreneurship Research Institute) in a start-up. We offer the perfect mix of business acumen combined with complex technical challenges that would enable any enterprising student to be ready for the professional industry.

What we do

At taico we are building a single-source-of-truth platform empowering marketing decision makers of companies to optimize their advertising spend across all channels and significantly increase company revenue. Our platform puts advertisers back in control – for the first time in one system, from data input to business success.

Data Management, Analysis and Data Science

Your Tasks

- **Data Orchestration** hands-on practical experience with innovative solutions on ETL and ETL-based pipelines.
- **Full Stack Development** utilizing data-driven approaches across Python, React and GCP to launch innovative functions for large-scale use cases.
- **Machine Learning** hands-on support for implementing decision logic and predictive analytics on industry data.

Your Background

- Strong skills in **Python, React or SQL**
- **Motivation to learn** cloud-based infrastructure, ideally **GCP or Azure**
- **Interest in** deep diving into the **Media Marketing** field & **learn from industry experts** for further **innovation**
- **English fluent** and **fun at work** is a **must**

Our Team

Alexander, Managing Director
Top-level marketer for multinational companies, MarTech & Analytics enthusiast

Matthias, Strategy & Partnerships
Serial Entrepreneur, Industry Leader and extensive Network in Media, Serial Board Member

If you are looking for exciting tasks in direct collaboration with a motivated team, good vibes and a beer after work 🥴, send us your CV to idp@taico.io. You can apply as a team or individual (and we will assemble the team)

Looking forward to getting to know you!