# Current topics for bachelor/master theses for 2021

Are you looking for a practice-oriented subject for your thesis and do you love data-driven decision-making? ebuero is the right place for you. Work with us on a challenging business intelligence problem as part of your thesis. We offer individual support for your specific topic and expert knowledge in writing theses by Dr. Lena Wolbeck, who worked as research assistant for Prof. Dr. Kliewer at Freie Universität until 2020.

The specified topics serve as orientation. You are welcome to bring your own ideas! The final topic will be determined in consultation with the university, you, and us.

## 1) Customer classification and segmentation

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| Problem: | What is a valuable customer? What characteristics do the profitable customers share? How can this information be used to generate promising sales leads and thus new customers? |
| Method(s): | Data mining based on the customer database as well as on data crawled from the web (companies' websites, firmographic data, financial information for companies etc.). Machine learning for automated classification of (possible) customers (about which little information is available) and a self-adapting class topology. |
| Aim: | Sales agents are focused on the most promising leads from the database to increase their sales success. |

## 2) Upselling potential

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|---|---|
| Problem: | Which of the services would make the customers' work even more efficiently? How can upselling potentials for current customers be identified? |
| Method(s): | Data mining based on the customer database, the operational system of virtual assistance and further relevant data. |
| Aim: | Customer service is suggested automatically an opportunity for proposing an additional service with high chances for a sale. |

## 3) Indicators for a contract cancellation

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|---|---|
| Problem: | Which indicators can be used to identify highly probable future contract cancellations or a customer's intention to cancel at an early stage? Is it possible to prevent a cancellation by adjusting the service or contract? |
| Method(s): | Data mining based on the customer database, the operational system of virtual assistance and further relevant data. Pattern recognition (e.g., using neural networks) to detect crucial features and cluster. |
| Aim: | Customer service is informed automatically, and a possible course of action based on the decisive criteria is pointed out if there are indications of a contract cancellation. |

Are you interested? Then feel free to contact Lena directly (lena.wolbeck@ebuero.ag)!

Do you need more information or are interested in a working student position for your thesis, then read on.

# ebuero AG
## Das Büro der Zukunft

# Working student (f/m/d) for our Business Intelligence Team

We are looking for you as a working student to join our Business Intelligence Team within the scope of your thesis writing! Our BI Team manages data resources and infrastructure and is in charge of designing and building data analytics applications in close collaboration with various stakeholders like the teams from (Online-)Marketing, Sales and Controlling. Would you like to bring your theoretical background into practice, gaining professional experience and at the same time writing your thesis? This is a unique opportunity for you.

## Your mission and profile:

- Enthusiasm for innovative data analysis methods.
- Support in creating, reviewing, and improving reports and dashboards.
- Ability to derive meaningful insights from data and present complex issues concisely.
- Initiative, independent working style and entrepreneurial thinking.
- You study Bachelor or Master in Information Systems, Statistics, Business Administration with a focus on quantitative methods or in a similar field.
- Good knowledge in data retrieval (e.g., using SQL, Python, SSIS) and analytics tools (e.g., Power BI).
- Fluent in English or German.

## Why ebuero?

- Opportunity to take responsibility for managing a project.
- Flat hierarchies and supportive team structures.
- Modern office in Berlin-Schöneberg and the possibility to work from home during pandemic times.
- Further benefits, e.g.
  - Get a bike or a BVG company ticket for public transport.
  - Financial support for your Urban Sports Club Membership.

If you have any questions, please get in touch with Lena from our Business Intelligence Team! Please send your application by mail to Lena (lena.wolbeck@ebuero.ag)!

# More information about ebuero AG

The medium-sized company ebuero AG offers software-based services that make everyday lives of entrepreneurs around the world more productive and profitable and is market leader in the DACH region. The services offered include office and telephone services as a virtual assistance, business addresses and office space. ebuero is just as innovative today as it was when it was founded as a small start-up in Berlin more than 20 years ago. The international corporate structure offers an exciting environment, a diverse culture, and interesting projects.

Board members Holger Johnson and Roland Becker both studied Business Administration at Freie Universität Berlin. There they got in touch with their business angel Prof. Dr. Günther Faltin, who has been an important advisor since the beginning 20 years ago. Prof. Faltin founded the Stiftung Entrepreneurship at Freie Universität Berlin and is still a leading scientist in the field of Entrepreneurship.

In addition to the managing director and the Business Intelligence team leader, Dr. Lena Wolbeck is responsible for supervising students' final theses and projects at ebuero. After completing her bachelor's degree in Business Administration and her master's degree in Information Systems, Lena finished her PhD at Freie Universität Berlin mentored by Prof. Dr. Natalia Kliewer in 2020. In her six years as a research assistant, Lena has gained a lot of experience in practice-oriented research projects and the supervision of theses. Lena has been working at ebuero as Senior Data Scientist since January 2021.