Industrially funded 1 year MPhil Degree opportunity from University of Leicester’s Innovation Hub

Please note these positions are only available to UK and EU students

One year fully funded industrial MPhil available from the University of Leicester (Department of Mathematics) to undertake applied research and development on behalf of a Small and Medium Enterprise (SME) in Leicester and Leicestershire. The MPhil research will help develop an e-marketing tool based on customer behaviour and using face recognition. The fully funded MPhil is funded by the Leicester Innovation Hub, part-funded by European Regional Development Fund, and the sponsoring SME.

MPhil Opportunity

“Develop an e-marketing tool based on customer behaviour and using face recognition technology”

Project Ref: LIH009

Background
In this exciting project, the partners propose to fully capitalise on the opportunities presented by the development of a major new Leicestershire based Arena events’ business, by improving the customer experience through the development of an e-marketing tool to enable specialist data analytics using face recognition technologies. The innovation objectives of the project are to inform the design, prototype and introduction of new processes and services, through the analysis of existing datasets, and the development of advanced data interrogation techniques. Ultimately, the aim is to generate more income, profitability and productivity, and jobs, by encouraging greater number of organisations to select the arena as their venue of choice for business, music and sporting events. The product and services to be developed are at the ‘ideas’ stage.

The Project
The Company requires expertise from University’s Department of Mathematics and the School of Business to deliver the following business and innovation related needs:

- Set up and deliver a facial recognition tool
- Analysis of complex company datasets to identify insights and trends to introduce new processes and services in the company
- Identify appropriate routes to market

On the completion of the collaborative project the company should be able to track and analyse complex data from:

- Social media sources and activity
- Marketing
- Ticket sales
- Customer reaction/behaviour to new products/services

You will work closely with the sponsoring Leicester based SME and University of Leicester. Supervision will be provided by Prof. Jeremy Levesley and Will Darler.

Essential Qualification & Skills

Qualifications:

- Bachelors with 2.1 in data analytics or related subjects
• University English language requirements apply.

Skills:
• Experience in application of statistical methods to real world problems
• Experience with R, Python, SQL desirable but not essential
• Experience in market segmentation is a plus
• Ability to build strong working relationships with core stakeholders (academics, sponsoring SME, and third sector organisations).
• Business engagement/development skills and aptitude.
• Effective English oral and written skills in order to communicate effectively.
• A self-starter who is able to work as part of a team.

How to apply
Please apply using the online application system.
Apply for: Campus Based Full Time / Mathematics Research.

• In the funding section of the application, please select Studentship and in the dropdown menu, select ERDF MPhil project.

• In the Personal Statement section - please indicate clearly why you are interested in undertaking this research project and why you are the best candidate to help deliver the project objectives.

• In the Research Proposal Section please state: Applying for MPhil Project Ref: LIH012 no proposal required.

Shortlisted applicants will be invited to an interview with the academics and the sponsoring SME. Interviews are expected to be held within 14 days of the application deadline.

Open until filled

Application Deadline

The Leicester Innovation Hub is part-funded by European Regional Development Fund (ERDF).

To qualify for fully funded support the SME, MPhil student and University of Leicester academics must fulfil all ERDF and University MPhil degree eligibility criteria which include:

• The MPhil student: must be a UK or EU (European Union) national; have graduated within the last 3 years in a related discipline; adhere to project confidentiality; at the start of the project assign any arising IP from the project; base their MPhil degree thesis on the research outcomes of the project; work closely with the SME company to undertake the research project; deliver monthly progress reports and a comprehensive project report to the University and sponsoring SME in addition to the MPhil thesis. Please note that University of Leicester requires at Bachelor Degree with at least a UK 2:1 or equivalent.

• Each SME project will be delivered by one full-time MPhil student over one year; the MPhil project will have a research focus and will be supervised by two University of Leicester academics (1 day a week each; academics are required to complete timesheets).

Conditions/Qualifying Criteria
### Who pays?
- The University of Leicester pays a monthly stipend of £1,166.67 (total Stipend £14,000) in arrears to the student. The funding will be strictly limited to 12 months.
- The SME pays the University’s 1 year full-time MPhil fees (upfront before project start).

### Times Scales
- **This one year MPhil project will start as soon as possible.**
- The MPhil projects will last a minimum of one year full-time.

### Further Information
For informal enquiries about technical aspects of this Industrial MPhil please contact Prof Jeremy Levesley, email: [jl1@leicester.ac.uk](mailto:jl1@leicester.ac.uk)

Contact Jenny Hollis ([jlh74@leicester.ac.uk](mailto:jlh74@leicester.ac.uk)) for more information about the Leicester Innovation Hub.