


# Q-Step Summer Internship: YouGov Data Intelligence Unit

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 I had this nice eight-week internship at YouGov, one of the most successful market researching and polling companies in UK, working with its Data Intelligence Unit (DIU). I was so happy having the chance to deal with real data and to discover the charm behind figures and graphs.

## A day at YouGov

- Starting my day with continuing working on the British Election Studies project. It was just yesterday that I learnt how to extract data from one of YouGov's databases by SQL workbench. Today I have to get myself familiar with the process quickly because there are several steps ahead. The raw data need to be cleaned and analyzed via Excel.
- Today the representative of Sales Team is giving an induction about who they are and what they do. It was the fourth induction in this week for newcomers to get a better knowledge about other departments in the company. It is always welcomed to share any ideas with anyone no matter which team they are in.
- At lunch time, my colleagues are taking me to a street market nearby. We buy some food and sit in a park chatting casually about holidays and travels.

- The DIU weekly meeting is rescheduled to a time when members from German and USA branches could get together via live stream. This week the Pulse Team is giving presentation on this new product's performance in the last business year. The meeting seems quite lively.
- In the afternoon, a colleague from CSE (Central Statistics Excellence) teaches me how to use SPSS syntax when dealing with large amount of data or repetitive task. After that if there is still time, I can carrying on the task testing the coverage of Profiles (another tool developed by YouGov) for certain brands and products of client companies.



## About Pulse and BES project

Pulse is a passive data-collecting tool developed by YouGov that tracks actual online consumer behaviour across laptops, smartphones and tablets. When YouGov panelists run this application on their devices, it will record anything they do online. During my internship, I mainly worked with Pulse team, which is a part of DIU. The British Election Studies project is based on the social media data collected by Pulse during this year's election period to see what people on Facebook and Twitter talked about and concerned about among these months. Here are what we interest in and run analysis on:



### Candidates

Number of followers  
Mentions of political topics  
Mentions of election-related terms  
Tweeting behaviour  
Posting behaviour

### Voters

Facebook pages following  
Twitter handles following  
Election-related terms  
Political topics  
Key words  
Trending topics

### Daily Macro

## What I have learnt

- SPSS recoding
- SQL data extracting
- YouGov tools and databases
- Excel formatting and making pivot table
- Powerpoint making sales card