

Statistics and Data Science Seminar

Advanced Marketing Analytics: Data Science at Precima

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Abstract: This talk will introduce students to Precima and to Marketing Data Science. Precima is a Marketing Analytics company that specializes in data driven products and services that help retailers and manufacturers drive sales growth and boost profitability. I will provide an overview of the company and its Data Science practice, with a focus on Targeted Marketing. For the latter, I'll review a typical data acquisition and modeling process. Finally, I'll describe a typical week in the life of a Precima Data Scientist and give information on what we look for when we hire for internships and full time positions.

Wednesday, November 30 at 4:00 PM in SEO 1227