

Dr. Marie-Claude Côté

Manager, Data Science, JDA Labs, Canada



Customer-Centric Retailing Challenges



In this talk, Dr. Marie-Claude Côté will discuss some of the data and decision science projects within JDA Labs, particularly for the retail sector. Retailers are trying to adapt to a rapidly evolving consumer environment by becoming customer-centric and by learning more about their customers' behaviours to anticipate trends and improve sales. This new reality has also introduced new problems with product selection and inventory management, bringing interesting challenges in optimization and data science.

Tuesday, March 22nd, 2016

11:00am to 12:00pm

EV 2.260

MIE Graduate Student Committee
Université Concordia University
2016