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CHAI Seminar Series

NEW DATE: Monday, April 22, 2024, 12:00-1:00 PM

SPEAKER: Thomas Wiecki, PhD

CEO and Founder of PyMC Labs - The Bayesian Consultancy, Germany

TITLE: Marketing Analytics 3.0: GenAI + Bayes

REGISTRATION LINK:

https://rit.zoom.us/webinar/register/WN_cdV6p994S2eioU17OdsiCq#/registration

ABSTRACT: The advent of Large Language Models (LLMs) has revolutionized the field of marketing analytics, offering a human-like ability to read, converse, and interpret information. However, to fully harness their potential, a synergy with the numerical world



of statistics is essential. This talk proposes an innovative approach that combines the interpretative power of LLMs with the precision of Bayesian modeling, opening new avenues for marketing analytics. We will explore two groundbreaking ideas: the development of a marketing analytics assistant powered by LLMs for effortless data analysis, and the creation of synthetic consumers through the integration of LLMs with advanced Bayesian models. These concepts promise to redefine marketing strategies and provide deeper insights into consumer behavior.

BIO: Thomas Wiecki is a co-author of the PyMC library and the CEO and founder of PyMC Labs - The Bayesian Consultancy. He did his PhD at Brown university studying computational cognitive neuroscience.

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