## ConnectED with Sakshi Priyadarshini Meeting Notes

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# Machine Learning and Data Analytics in Business:

* Data is now central to business operations, driving decision-making and strategy.
* Companies use data analytics to optimize promotions, discounts, and product offerings.
* L'Oreal uses machine learning for tasks like customer segmentation and object detection.

# Trends in AI and Data Science

* Agent Space and Deep Learning: Notable figures like Andrew Nugent are making significant contributions.
* LLM (Large Language Models) and Agent AI: Tools like CrewAI and Hugging Face are gaining attention.
* Ethical AI: Ensuring inclusivity and reducing bias in AI models is crucial.

# L’Oreal’s Use of Machine Learning

* L'Oreal is undergoing digital transformation with a centralized data team.
* Projects include customer segmentation using K-means clustering and object detection for supply chain optimization.

## Misconceptions in Machine Learning and Data Science

* Many believe data scientists should remain in the background, but they need to be central in decision-making.

# Internships and Career Advice:

## Networking

* Networking is essential for career advancement, especially in Dubai.
* Personal branding and active engagement on platforms like LinkedIn are recommended.
* Attend conferences and meetups to expand professional networks.

## Leveraging Internships and Certifications

* Internships provide valuable practical experience; take initiative to work on projects.
* Online certifications should offer something new and valuable; they are not a guarantee of job placement.

**Standing Out in Job Applications**

* Develop a strong personal brand and practice your pitch.
* Highlight achievements and experiences that demonstrate skills and personality.

**Advice for Introverts Without Industry Connections**

* Use existing company data to create personal projects and demonstrate skills.
* This approach can help gain recognition even without strong networking.

# Women in Tech

## Challenges

* Being overlooked or having ideas manipulated by others.
* Standing ground and being vocal are important strategies to overcome these challenges.

## Advice

* Focus on personal branding and standing out in the field rather than viewing it as male-dominated.

# AI

## Staying Relevant in AI

* AI is not a replacement for human skills; it enhances them.
* Stay updated with new tools and technologies to remain relevant.

## Ethical AI and Data Usage

* Ensuring AI models are inclusive and unbiased is critical for ethical AI.
* L'Oreal works on integrating diverse data to reduce bias in AI-generated content.

# Opportunities in L’Oreal

## Qualities L'Oreal Looks for in Data Science Candidates:

* Strong technical skills, good communication skills, and the ability to create value for the organization.
* Personality and charm are important for presenting complex ideas to non-technical stakeholders.

## Entry-Level Opportunities at L'Oreal

* L'Oreal offers a Graduate Trainee Program with roles in data analysis, marketing intelligence, and supply chain operations.
* Internships start in January and July.