Anita Schmid is a Data Scientist at Migros, Switzerland largest retailer, where she works on various projects advancing the retail customers' experience using data. She thrives on making a business impact with data products using Machine Learning. She holds a Masters in Physics and a PhD in Neuroscience from ETH Zurich. She lived and worked in New York City for 10 years before returning to her native country of Switzerland. She is a co-founder of the Zurich chapter of the Women in Machine Learning and Data Science Meetup group. In addition, she teaches Machine Learning at Propulsion Academy, a bootcamp for aspiring Data Scientists in Zurich. Anita can be reached on LinkedIn or on Meetup."

My LinkedIn: [https://www.linkedin.com/in/anitaschmid/](https://www.linkedin.com/in/anitaschmid/" \t "_blank)

The Meetup group: [https://www.meetup.com/Zurich-Women-in-Machine-Learning-and-Data-Science/](https://www.meetup.com/Zurich-Women-in-Machine-Learning-and-Data-Science/" \t "_blank)

Propulsion Academy: [https://propulsion.academy/programs/data-science-immersive](https://propulsion.academy/programs/data-science-immersive" \t "_blank)