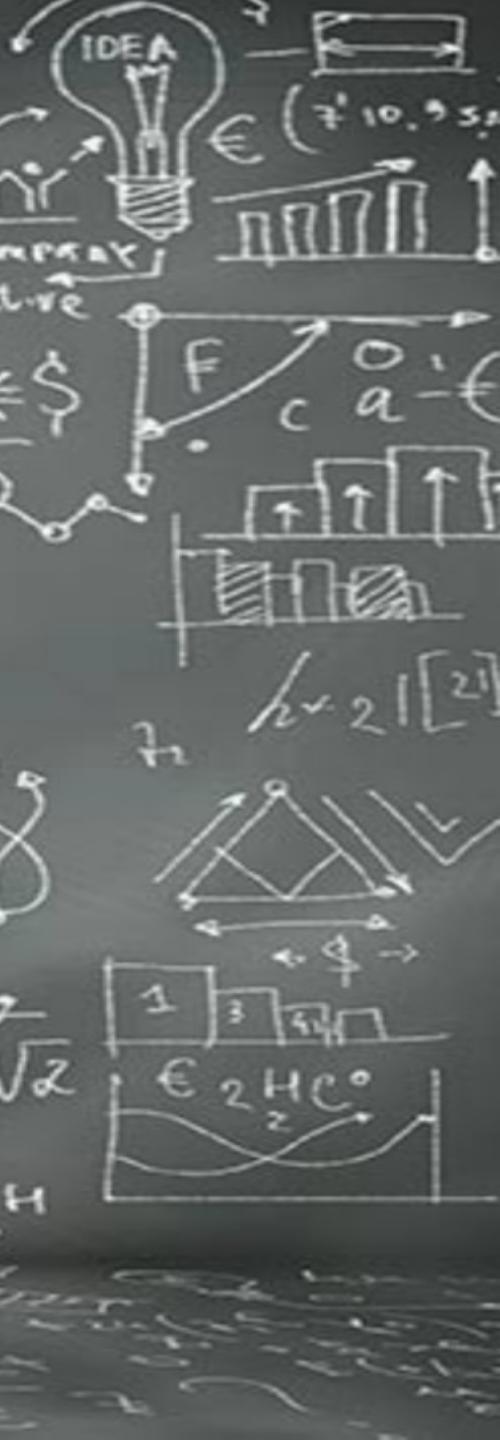# Data Science & Artificial Intelligence For Business

Yann Gouedo
Data Scientist Leader – Machine Learning / Artificial Intelligence
Marketing / Risk / Fraud / Maintenance / Pricing
Distinguished Data Scientist, Open Group Certification

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Data Scientist Leader (Marketing / Risk / Fraud / Maintenance)
Distinguished Data Scientist, Open Group Certification
Engineer Polytech Lyon - Field of Study: Applied Mathematics and Modelling

PERSONAL STATEMENT

I have been working for the THALES Group since 2022, as Head of Data & AI within the Technical Management Unit.
During the previous 14 years, I worked for CMA CGM (shipping industry) and IBM (IT Software & Services) as Data Science Technical Leader.
Between 2006 and 2010, I worked for SPSS (software) as a senior presales consultant in predictive analytics, and before, for several consultancy companies, as a senior consultant in business intelligence and advanced analytics.

Since 20+ years of experience, my objectives are to bring value to my clients in finding and implementing new sources of competitive advantage through data and analytics (CRM - digital marketing / risk / fraud detection / operational efficiency / predictive maintenance / new business models).
My daily motivations are:
— Convince companies to engage a digital transformation with the data science
— Innovate and demonstrate the value of the data science in designing prototypes on customer own data, in leading their implementation working with experts on Data Science activities (business experts, data engineers, data scientists)

As a Data Science Leader, I am the primary contact of business end users and the manager of the project's implementation, thanks to my skills on applied mathematics, statistics and business analytics and the different professional experiences acquired on customer activities in Europe (presales, postsales, training, coaching).

Agenda

Times	Subjects
16th of September 2024	
17:00 – 17:15	Introduction, Agenda presentation, Evaluation process
17:15 – 18:15	Putting Data Science to work for business - Business challenges & Use cases What does Data Science mean? Data Science landscape (Statistical Analysis, Machine Learning – Predictive Analytics, Prescriptive Analytics)
18:15 – 18:45	The adoption of Data Science & AI in Companies
18:45 – 19:30	Data Science Fundamentals (Decision Making, Measurements, Performance)
30th of September 2024	
17:00 – 18:00	Hands on Lab - Pre-requisites Introduction to IBM Watson Studio Zoom on Modeler Flow (Machine Learning visual programming) *Demonstration*
18:00 – 18:30	Customer Analytics: Predictive Customer Intelligence, Churn Management, Next Best Action
18:30 – 19:30	Hands on Lab (1/2) - Churn Management (Classification Modeling) - Modelling - Deployment - AutoAI
14th of October 2024	
17:00 – 17:30	Risk and Fraud Management
17:30 – 19:00	Hands on Lab (2/2) - Product affinity (Association Modeling) - Next Best Action (Segmentation and Classification Modeling) - Suspicious cases (Anomaly Detection & Classification Modeling)
19:00 – 19:30	Quizz

Thank You

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