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Machine Learning in Procter and Gamble

Tuesday, 20 October 2020 10:25 (30 minutes)

(no recording)

Procter & Gamble (P&G) is one of the oldest and largest "consumer goods" companies in the world. It is present in about 180 markets, with operations in 70 countries and almost 100 thousand employes. Machine Learning models created by the P&G Data Scientists support every aspect of this global business, from R&D, to shipment to marketing. The Data Science teams in the company have a strong representation of HEP/CERN alumni. In this talk I will review some examples of ML applied to commercial problems, emphasizing the differences between industry and academia, and the unique strengths that HEP-trained data scientist can contribute.

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