Introduction to data science

Training

July 2019

Training

M13h Scope of Work

Methods & available trainings

METHODS

Our methods focus on practical feedbacks (market insights and illustrated use cases), organized around theoretical contributions.

Keynotes and theoretical contributions

Objective: Sharing common vocabulary and general principles, on business and technical points

Illustrated use cases

Objective: involving participants by projecting themselves into their daily lives, as employees or consumers

Market insights

Objective: Providing insights about the key players and figures in the ecosystem

TRAININGS

TRAINING #1	TRAINING #2	TRAINING #3
Deep dive into MarTech & Adtech	Introduction to Data Science	Data, Phygital & Drive to Store

Introduction to Data Science

Purpose: Understanding the principle of data science

CONTENU PEDAGOGIQUE

Agenda:

- The history of Analytics
  - The evolution of data storage & processing
  - From brick counting to data management

- From data management to artificial intelligence
  - Key concepts of data management: data collecting & modelling
  - The challenges of data visualisation tools
  - Advanced analytics & success factors
  - Machine Learning & artifical intelligence

- Focus on functional architectures and enterprise organizations around data science

Illustrations:

This training is illustrated by various practical cases:

- Chatbot
- Attribution & contribution
- Prediction & predictive maintenance
- Pattern identification
- Neuronal network

... and much more data visualisations

Benchmark :

Benchmarking of data visualisation tools

PARTICIPANTS & FORMAT

Participants:

Digital & Technical Departments

Up to 6 participants

3 hours

Where: in your office

When: to define together

Training

☑ **M13h Scope of Work**

Multidisciplinary data approach to address your key strategic focuses

Passionate consultants to address your digital marketing and data challenges

Data marketing

The ability to extract meaningful data to serve digital marketing challenges: customer knowledge and marketing performance

Potential analysis, studies, strategic recommendations, customer journeys, choice of KPIs, use cases, test & learn

Marketing Technologies

Thorough knowledge of the marketing technologies ecosystem and operational excellence to deploy and use these technologies

*Ad tech/Martech Stack
Web analytics, DMP/CDP, attribution, personalisation & recommendation, etc.*

Data science & AI

Top-tier expertise in modelling and analysing large volumes of data, algorithmic design and visualization

Descriptive and predictive analysis, segmentation, churn, dashboard, lifetime value, econometrics, etc.
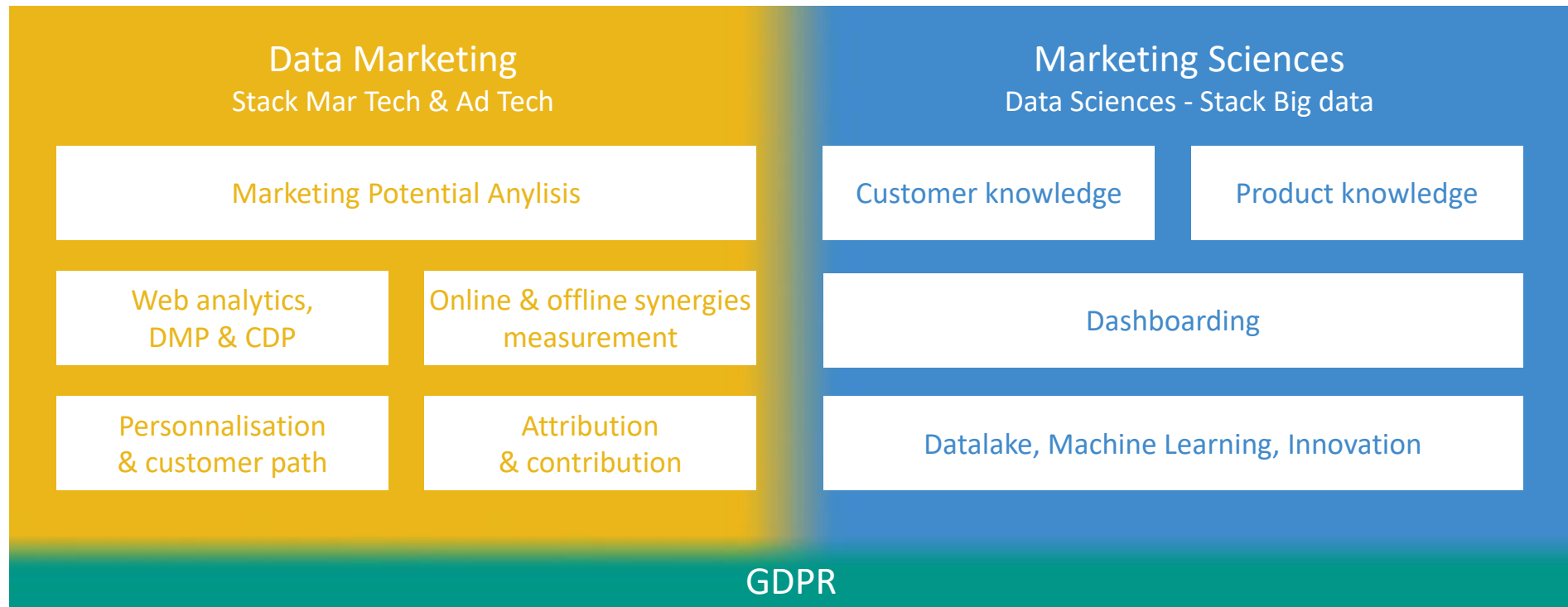
Organisation & Compliance

The ability to support you on the path to an advanced marketing organisation that complies with regulatory requirements

Documentation & GDPR/e-privacy compliance plan, change management, master plan, RACI

M13h, est. 2014, joined the LABELIUM group at the start of 2018

M13h Scope of work M13h: the challenges of Marketing Departments

Data Marketing Stack Mar Tech & Ad Tech	Marketing Sciences Data Sciences - Stack Big data

Data Marketing
Stack Mar Tech & Ad Tech

Marketing Sciences
Data Sciences - Stack Big data

Marketing Potential Anylisis

Customer knowledge

Product knowledge

Web analytics,
DMP & CDP

Online & offline synergies
measurement

Dashboarding

Personnalisation
& customer path

Attribution
& contribution

Datalake, Machine Learning, Innovation

GDPR

Some of our latest collaborations

Our values

Technological Independence

Total independence from the technological players of the market

Ability to work with the tools you have and to challenge technology choices as needed, without any external bias

Simplicity

We were rocked with the slogan "what is simple is strong"

We seek to make a complex ecosystem more readable with simple, formalized and structured explanations through our advice DNA, for informed choices

Proximity and co-construction

A soul of builders and a natural proximity with our client thanks to the agility of our structure

A real willingness to train your teams, for sustainable projects

Thank you

Your Contact

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