



The Math/Stats Colloquium
Department of Mathematics and Statistics
San José State University



Marianna Dizik

Google

@Google: Art and SCIENCE of Sales

SEPTEMBER 9, 2016, MH320

Abstract: Google was one of the first companies to recognize the value of predictive modeling and machine learning for Sales and Marketing organization. We want to talk about challenges we face, methodologies we apply, tools/algorithms we use, and solutions we develop.

Background: A first course in statistics.

About the speaker: Marianna Dizik is a data scientist at Google, where she has worked since 2004. She has previously served as the Chair for the ASA Section on Statistics in Marketing.

SNACKS IN MH331B AT **2:00 pm**

TALKS START AT **2:30 pm**

For more information, see our full schedule at:

<http://www.math.sjsu.edu/~hsu/colloq/>