



Exploring the synergies with fundamental research at LIP

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March 2019

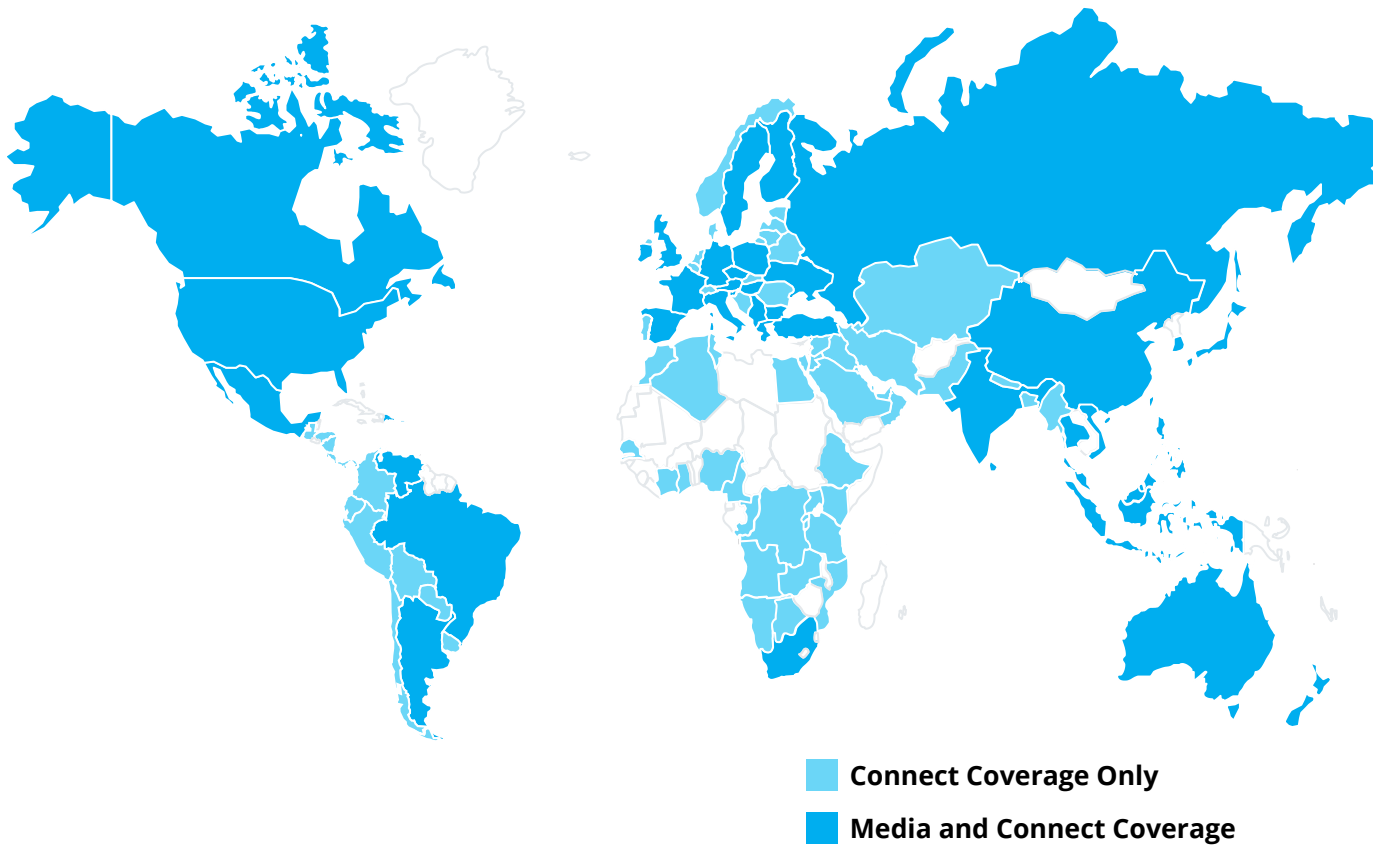
SCIENCE AT NIELSEN

OUR PURPOSE

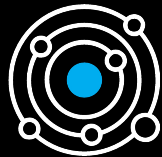
We are a global, independent measurement company that's focused on your future. With data backed by real science to drive your business forward, you'll always know what's next—and get there first.



MORE PLACES, MORE COVERAGE

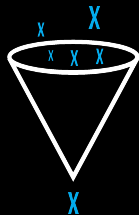


CONNECT



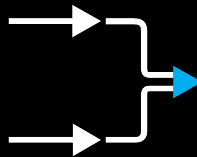
UNIVERSE

DEFINE STORE TYPES,
THEIR NUMBER AND
TURNOVER



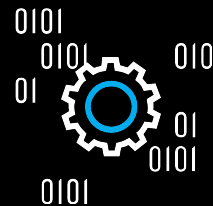
SAMPLE

SELECT
REPRESENTATIVE
SAMPLE OF STORES



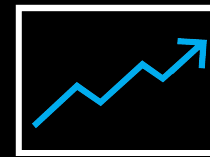
DATA
COLLECTION

USE THE BEST
SYSTEM OF DATA
COLLECTION



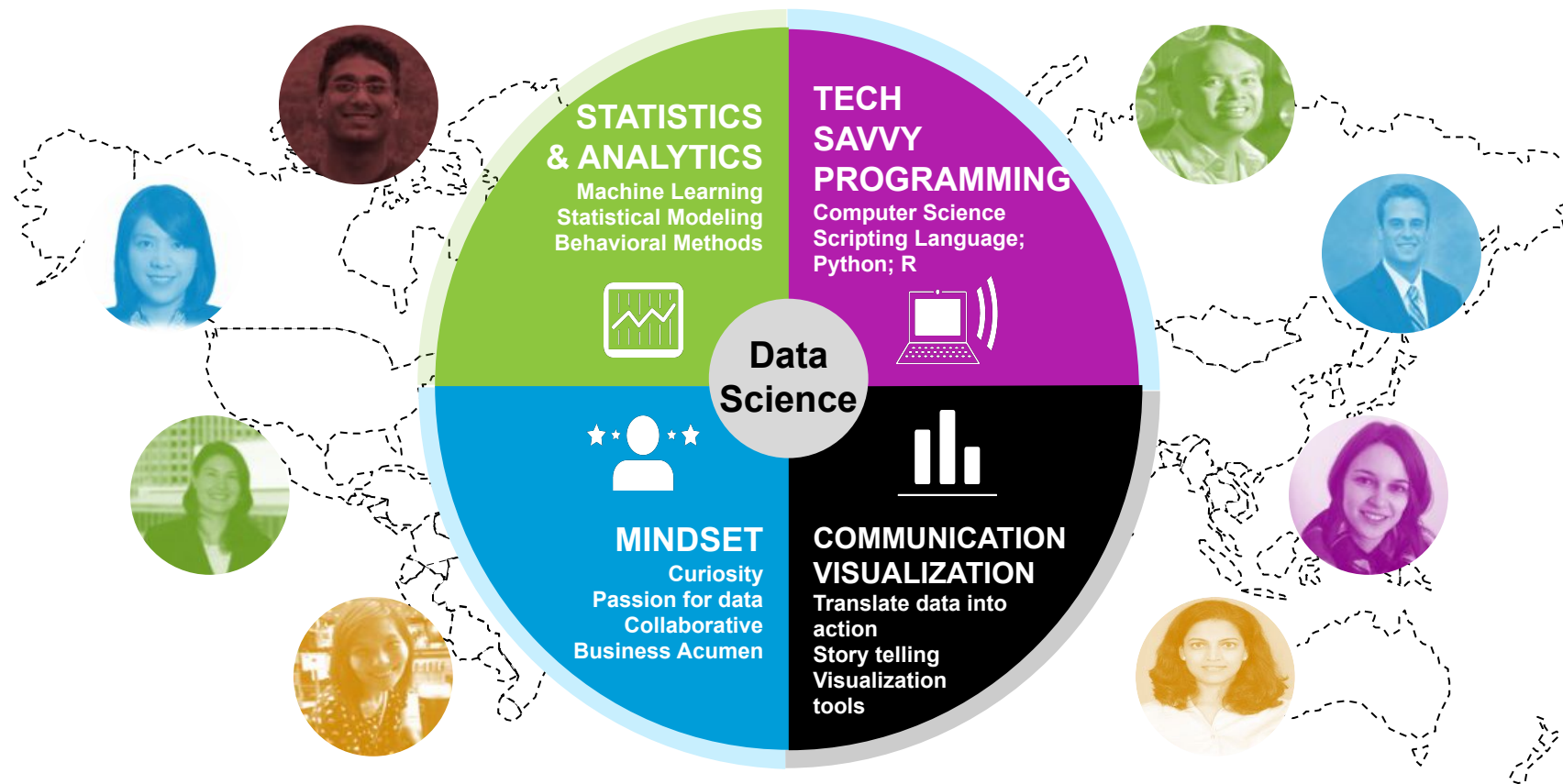
DATA
PROCESSING

EXTRAPOLATE FROM
SAMPLE TO UNIVERSE



ANALYSIS &
INTERPRETATION

WHO ARE NIELSEN DATA SCIENTISTS?



RECOGNIZED IN MORE WAYS THAN ONE



INNOVATION

Forbes ranked Nielsen No. 30 on World's Most Innovative Companies.



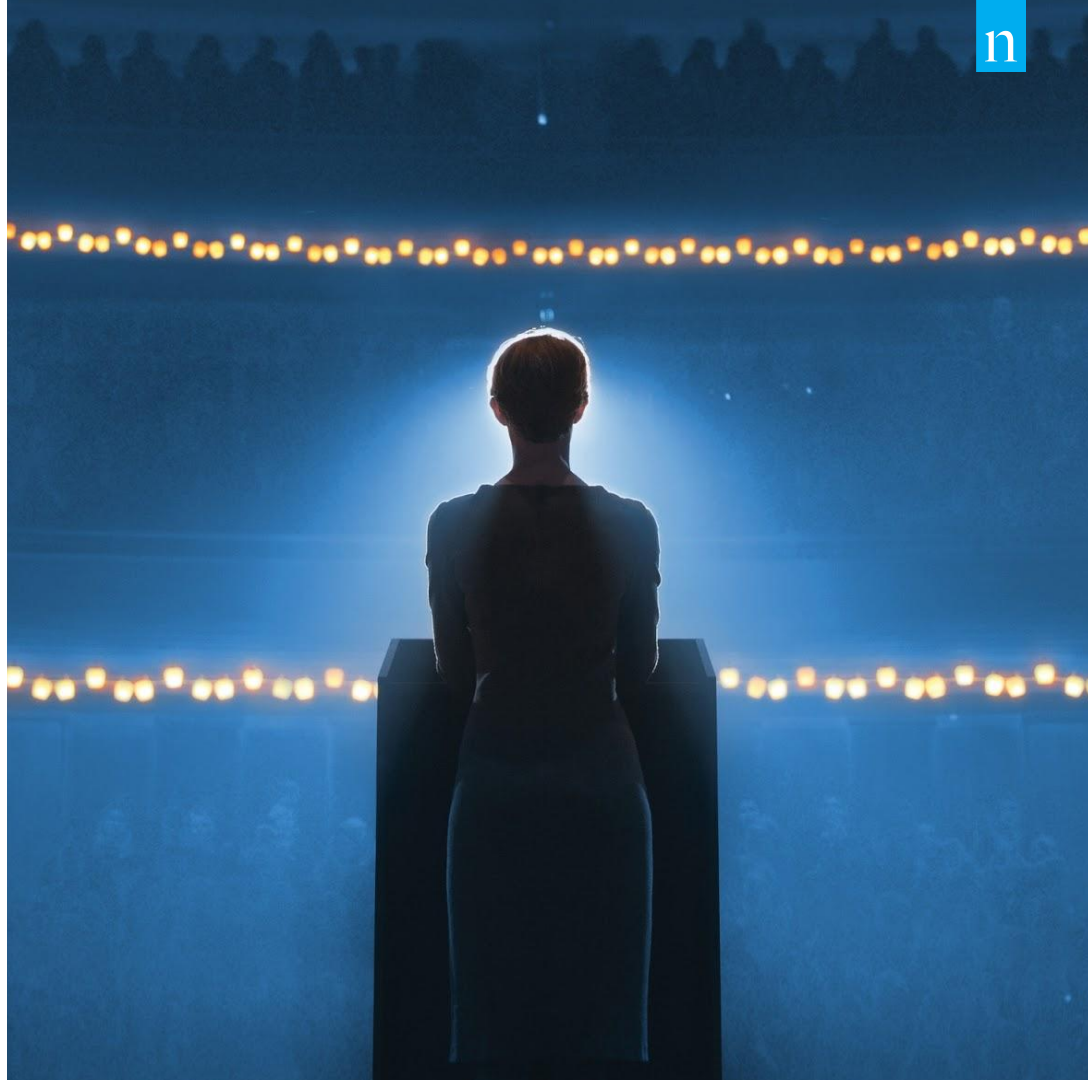
GREAT PLACE TO WORK

Fortune ranked Nielsen No. 10 on 30 Best Companies for Consulting and Professional Services.



DIVERSITY & INCLUSION

Diversity Inc. ranked Nielsen No. 32 on the top 50 companies for Corporate Diversity and Inclusion.

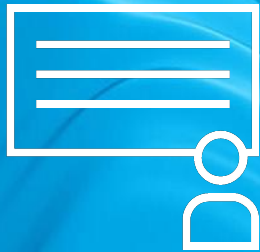


JUMP-START YOUR CAREER WITH NIELSEN!

NIELSEN CAREERS: <https://careers.nielsen.com/en-us/>

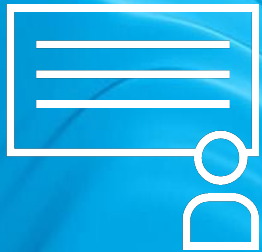
CANDIDATURES: recrutamento@nielsen.com

LIP & NIELSEN SYNERGY



“The cost of replacing an individual employee can range from one-half to two times the employee's annual salary.”

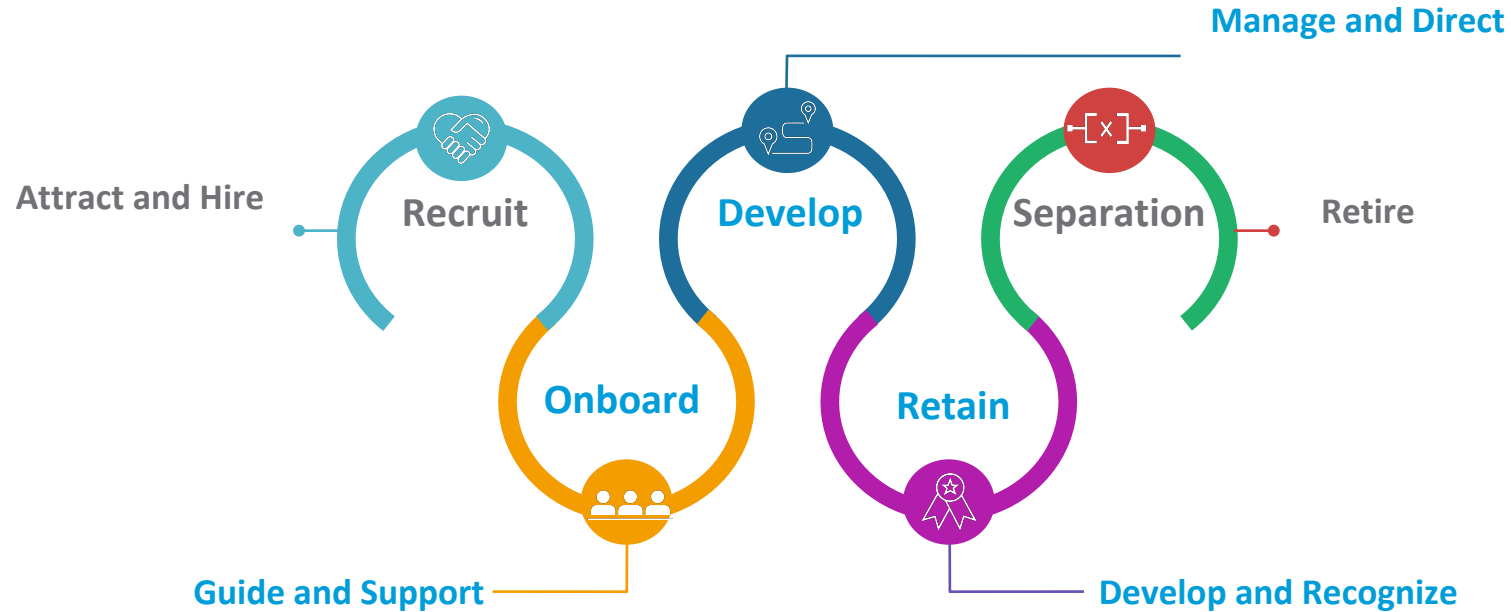
By Shane McFeely and Ben Wigert - *Gallup at Work* - March 2019 Newsletter



“Losing your best people means losing your reliable winners, your constant innovators and your most effective problem solvers.”

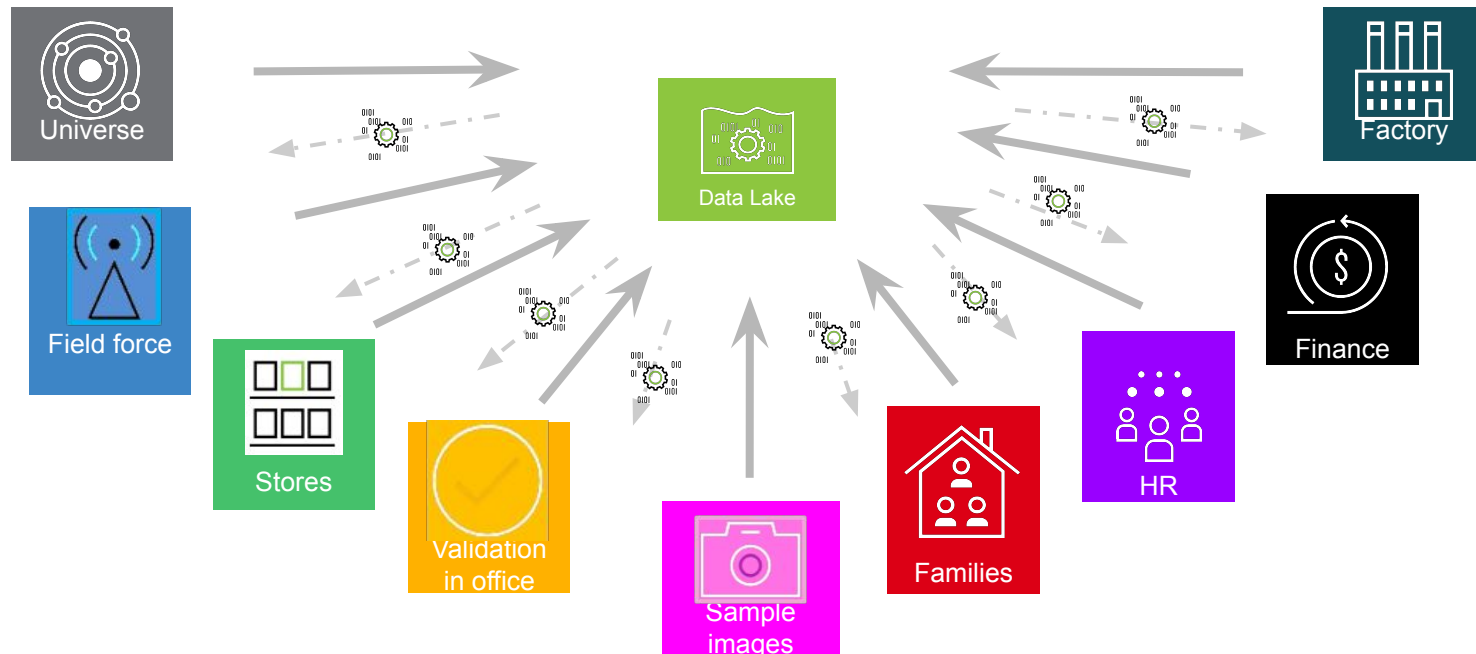
By Shane McFeely and Ben Wigert - *Gallup at Work* - March 2019 Newsletter

EMPLOYEE LIFECYCLE



CENTRALIZED INFORMATION

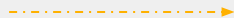
Connect example



WHAT ARE WE GOING TO SOLVE?



Using existing big data



create statistical models



predict values or behaviors

This will allow us to identify weak points in the processes, change them in order to improve

Pro-active Field Management



Use Case

How to predict Auditors attrition?

ACADEMIA AND INDUSTRY SYNERGY

Symposium last edition poster



DATA IN (ASTRO)PARTICLE
SCIENCE PHYSICS
AND THE BRIDGE TO
INDUSTRY

An event that shows the potential and synergies of high-energy physics and astroparticle physics with the highly demanded field of Data Science in modern society, and creates links with the industry.

Lisboa, PORTUGAL
12-16 MARCH



BUILDING PREDICTIVE MODELS

Working together - knowledge transfer experience

VALIDATION

Not that different from what LIP was used to:

- Different language/ source formats
- Noise
- Incomplete

UNDERSTAND BUSINESS & DATA

At the abstract level, all variables are alike:

- "playing and plotting" helped speeded up the process

DETECT CORRELATED VARIABLES

We are having fun:

- There's not a unique strong variable
- There are hidden variables, with unexpected cross-correlations

PREPARE DATA

Transform data to create model:

- Use variable x and y correlation logic understanding to potentially build new variables

MODEL DATA

Create predictive model through sampling of data

EVALUATION

Test and validate

DEPLOYMENT

Nielsen apply model integrating into the business system

MONITOR & IMPROVE

Improve model's performance and refine as new data is generated

THE TEAM



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Open
position

Q&A

nielsen

THE SCIENCE BEHIND WHAT'S NEXT™