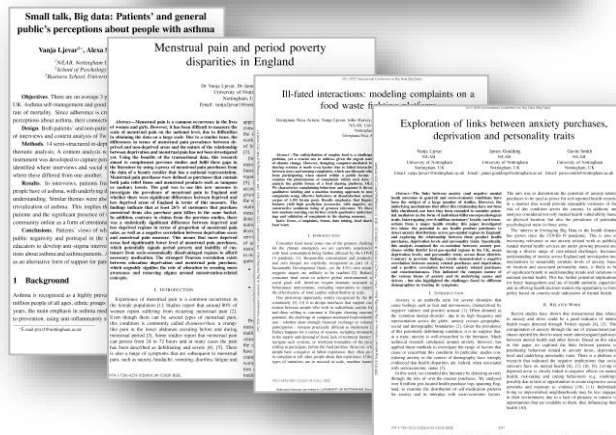


Dr Vanja Ljevar – Chief Data Scientist



Chief Data Scientist with a multidisciplinary PhD in Computer Science/Psychology Vanja specialises in customer analytics. Her goal is to humanise data in order to drive sales and loyalty by uncovering customer secrets and solving industry problems.

- Co-Founder of Kubik Intelligence
- Author of peer-reviewed academic papers related to psychology in Big Data and use of transactional data for social good.
- Keynote speaker
- Former Lead Data Science Consultant at DAMSL
- Her dynamic projects vary from creating detailed psycho-behavioural segmentation of customers based on survey and transactional data; to credit score rankings, neural networks to extract customer perceptions from Twitter and linguistic features to predict complaints in a food sharing app and machine learning tools to discover hidden styles in a wardrobe for a fashion start-up
- Masters in Marketing Science and Bachelor of Engineering (B.Eng.), Organisational Sciences and Management



Big Data

All facets of big data: create, clean, model, analyse, design, report



Machine Learning

Applying machine learning for social good. Detect, classify, analyse and predict.



AI

Application of AI for business intelligence, fast and novel solutions



Segmentation

Building data from scratch - to personalised and transaction segmentation



Novel Approaches

Use and creation of advanced data techniques to drive insights for innovative solutions

Meet Your BeSci Experts



SONIA
Head of Behaviour Strategy



PATRICK
Chief Behavioural Scientist



VANJA
Chief Data Scientist



RICARDO
Head of Statistics



THOM
Head of Neuro Intelligence



Understanding the Brain is Your Business

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