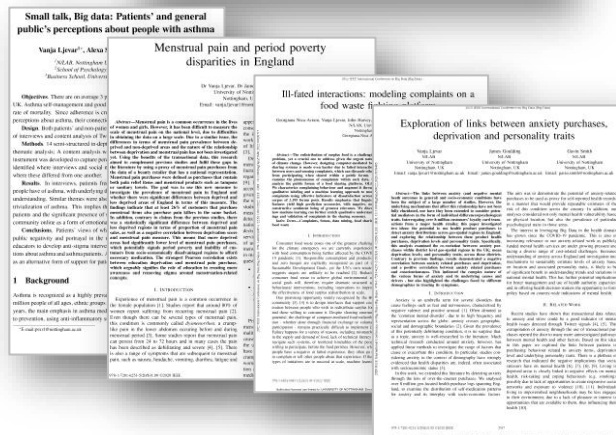


# Dr Vanja Ljevar – Chief Data Scientist



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

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# 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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