



**Mayur Datar**  
Flipkart, India

Dr Mayur Datar works as a Chief Data Scientist with Flipkart in Bengaluru. He leads a large team of data scientists and together they are working on building the most advanced e-commerce landscape in India. Prior to joining Flipkart, Mayur worked for Google as a Research Scientist for over 12 years. At Google, Mayur led various projects namely Keyword Suggestion Tool for advertisers, Google Adwords Broad Matching, Google News personalization, Ratings/Reviews infrastructure, Adsense targeting for Social networks and others. He & his teams were credited with working on projects which had a big impact on Google's bottom-line.

Mayur has a doctorate in computer science from Stanford university and obtained his Bachelor of Technology from I.I.T. Bombay. He was awarded the President of India, Gold Medal for the 'most outstanding student' of his graduating batch at I.I.T. Bombay. He has several publications which have been presented in renowned conferences like SIGMOD, VLDB, KDD, FOCS, SODA, WWW. He serves on the review committees for most of these conferences. He is known in the industry for his technical leadership, pragmatic result oriented machine learning & systems design and experience in internet consumer related challenges. His research interests include data-mining, algorithms, databases and computer science theory.

# Demystifying data science and its applications to e-commerce

In this talk we will start with a Bollywood inspired (hopefully entertaining) discussion about what is data science and what is all the hype surrounding it. We will then look at how it is being applied very successfully in e-commerce to achieve significant business impact. We will cover some of the important problem statements across e-commerce and impress upon the audience the breadth and depth of data science techniques that are being applied to solve problems in this area. Finally, we will conclude with a brief discussion on the forward looking trends in data science.

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**Kelkar Lab • SPPU SCMS**



In-Person



Broadcast

## Pune Data Science Colloquia

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