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Tea Leaves with Tealium

Background

It can be difficult to determine how to best take advantage of the complex capabilities of AI, but according to Gartner, early adoption will enable “forward-looking organizations to create very high business value.” Let us share our expertise around what machine learning is, how it works, what it can — and can’t — do today to transform your organization and how to harness the power of Tealium Predict. We’ll introduce technologies and algorithms that can be applied to various business use cases, and we’ll discuss what is needed to start experimenting with AI initiatives — and how you can expect them to translate into value.

Tealium Product

ML Predict

What’s Included

A 1.5- to 3-hour in-person or virtual workshop with key stakeholders that details ML concepts and develops the business use cases for a pilot project that will be developed by Zirus using Tealium ML capabilities. Based on the agreed upon pilot project, your data will be evaluated and built into a model by one of our data scientists (2-3 business days of complimentary consulting).



Deliverable

The Zirus team will conduct a 30- to 60-minute session detailing the findings from our analysis, present the model, discuss implementation considerations and propose a detailed scope of projects to gain additional value from machine learning.