

Title: Reinventing Operations Management's Research and Practice with Data Science

Speaker: David Simchi-Levi, Professor of Engineering Systems, MIT

Abstract:

In this talk we show how data-driven research fosters the development of new engineering and scientific methods that explain, predict, and change behavior. We report on a few projects with online and brick-and-mortar retailers where we combine machine learning, optimization and econometrics techniques to improve business performance.