

Consumer goods companies are becoming data-driven with DataCamp

5 of the top 10 Consumer Packaged Goods companies leverage AI to better meet consumers where they are—both physically and digitally



PHILIP MORRIS INTERNATIONAL



PEPSICO

P&G

Use cases



Forecasting



AI & machine learning



Analytics



Fraud detection

"The solutions of [the hardest tech problems we're dealing with] translate to improvements in customer service or customer care, and many of the projects also result in cost reductions for the company, like network optimizations and improving advertising and so on."



NOEMI DERZSY, SENIOR INVENTIVE SCIENTIST AT AT&T LABS RESEARCH

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Uber



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