



nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

SAVE THE DATE:

# DATA SCIENCE DAY

JUNE 25, 2015

On Thursday, June 25, we will celebrate Data Science Day to recognize the important role Data Science plays at Nielsen and to help promote a greater understanding of our talent and the unique expertise and value we bring to Nielsen.

The Schedule for the Columbia Campus is as follows:

- 11 am -12 noon Games in the Columbia Lobby
  - Name that TV Market, Family Feud, Jeopardy, Sampling Marbles “Alcanzar las estrellas” (Reach for the stars)
- 12 -1 pm Lunch and Manager presentations in the Auditorium
- 1-1:15 Data Science video in the Auditorium
- 1:15-2:30 Presentation for visiting UMBC students

**DATA SCIENCE:**  
MORE THAN MEASUREMENT

Questions? Reach out to the Columbia Data Science Day Committee leads: [Kelly Dixon](#) or [Freddie Navarro](#).