The rise of social networking, mobile technology and e-commerce has people connecting in more ways than ever before. Customers can search, order, pay, play, watch, listen, talk and share where, when and how they want — all while friends, family, brands, retailers and more compete for their attention. Though there is an upside: more ways to engage with customers means more opportunities to learn and apply their preferences to prove that you can meet their wants and needs better than anyone else.

At dunnhumby, we believe this strategy is essential to success and have found that the retailers and brands that have the most complete understanding of their customers – and transform that insight into the very best experiences – are the businesses that experience competitive advantage and sustained growth.

Our science capability team helps dunnhumby do it every day for clients around the world. Using cutting-edge science, we transform Big Data into predictions for the future, in ways that are actionable and increasingly real time. So you can meet customers’ needs now, and down the line.
OUR ETHOS

We’re serious about science

We’re serious about science — though that doesn’t mean we aren’t having as much fun as anyone else at dunnhumby. As a close team of data scientists, innovative problem-solvers and, well, straight-up geeks, we’re obsessed with discovering and mastering the best ways to solve real problems for customers, clients and the world. How do we do it?

Rapid prototyping, machine learning and competitive collaboration

Using the speediest techniques to create full-scale models. Developing computer programs that can teach themselves to recognize and predict patterns and relationships in customer data. Competing with other data scientists to jointly create the best science. It’s all in a day at dunnhumby.

Sharing learnings with wider teams

Fostering a working, collaborative community and keeping our global teams current on best practise requires constant communication. Fortunately, we’re not shy. From frequent community calls, competitions and hack-a-thons to real-time problem solving sessions on social media to outside of dunnhumby meet-ups, we’re always sharing our science.

Failing sometimes (and reaping big rewards others)

We represent R&D in the truest sense in that we respond quickly to market trends and emerging techniques — both of which can win or fail fast. This “test before invest” approach provides clients the opportunity to prototype minimum viable products with us and play a part in advancing our cutting edge research.

Adopting and supporting open-source technologies

We use open-source technologies including R, Python and Hadoop. Why? They’re developed by an enormous community of like-minded scientists, which provides a wide range of cutting-edge capabilities. They’re also free, which certainly never hurts.
OUR ETHOS

Furthering our education
We partner with leading universities to bring fresh thinking on new techniques and technology to our team and business.

Academic Partners

MIT
University of Cambridge
Imperial College London
Harvard
University of Oxford
UCL

Research Disciplines
Statistics • Psychology • Computer Science • Business Analytics
Mathematics • Operations Research • Network Analysis
CUSTOMER DATA SCIENCE

COMPUTER SCIENCE

MATHS & STATS

CUSTOMER DATA SCIENCE

CUSTOMER CONTEXT
Our data scientists and engineers typically hold a PhD in mathematics, statistics or computer programming.
OUR TECHNIQUES

The science we bring to the full suite of dunnhumby solutions
dunnhumby is the world’s leading customer science company. We analyse data and apply insights from nearly one billion shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments.

Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Monoprix, Raley’s, Macy’s, Coca-Cola, Procter & Gamble, and PepsiCo.

GET IN TOUCH

Contact us at dunnhumby.com to learn how dunnhumby science drives the solutions that can help grow your business.