MID-AMERICA CLUB IT CONNECT
6:00 PM, AUGUST 31, 2017

MACHINE LEARNING
And the Future of Retail

The world of retail is changing. Fierce competition and narrow margins have put increasing pressure on traditional brick-and-mortar retailers.

Now, delivery services such as Peapod have entered the market, and online giants are investing in grocery chains (e.g., Amazon buying Whole Foods). Consequently, existing grocery chains are reinventing themselves to become more relevant and more innovative by increasing their understanding of customers.

In this presentation, we will talk about, how technology could fuel this change, what retail chains in the US and other markets are trying out, experiments that worked and experiments that failed, and how machine learning can help to gain a better understanding of customers and their needs.

Get Competitive. Join us at Mid-America Club IT Connect on August 31, 2017. Enjoy a presentation from a thought-leader in tech and our spirited Q&A afterwards!

Speaker: Christian Braun, Chief Software Architect

Christian started his career in the late 1990s as a Database, Business Intelligence and Data Warehouse expert and was one of the early adopters of Big Data and Machine Learning in the retail analytics space.

MID-AMERICA CLUB IT CONNECT MEETINGS

Our next meeting will be **August 31, 2017 at 6:00 pm** in the Mid-America Club on the 80th floor of the Aon building in downtown Chicago. Please RSVP with the Club at **312-861-1100** or online at **midamclub.com.** Limit **3 guests** per membership. Members must register their guests with the Membership Department.

Mid-America Club IT Connect is presented by **Polymorphic Systems, Inc.**