

Enhancing the ROI of advertising by predicting future customer behavior A large action model for marketing

Background and Technical Challenges

The demand for highly accurate future predictions is increasing in areas such as marketing. However, forecasting with mixed numerical and categorical time-series data with missing values and biases has been challenging.



R&D Goals and Outcomes

This model aims to improve decision-making in areas such as marketing with its highly accurate future predictions.

Key Technologies

01 Core Technologies

- Predict future customer behavior with generative AI that handles non-verbal data.
- Confirm effectiveness with large-scale customer behavior data.

02 Key Differentiators

Compared to conventional technology using Transformer, our model excels in embedding time and attribute information and is robust to bias and missing values.

Use Cases Retail

R&D phase Business

【Exhibitors】

NTT Computer & Data Science Laboratories

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Smart Data Science Center

【Co-exhibitors】

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