

RUTGERS UNIVERSITY
DEPARTMENT OF STATISTICS AND BIostatISTICS
HILL CENTER #501, BUSCH CAMPUS, PISCATAWAY

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Seminar

Speaker: Diane Lambert, Google

Title: Statistics at Google

Date: Wednesday February 4, 2009

Time: 3:20 PM

Place: 552 Hill Center

Abstract

Google continuously collects enormous amounts of data. This talk will describe how statistical models help turn this data into information about search, ads, and advertisers.