Global Consumer Intelligence Course

The "Global Consumer Intelligence Course," offered by the Matsuo Laboratory at the University of Tokyo, is designed to nurture the next generation of AI professionals with essential skills, including digital proficiency and hypothesis-driven thinking. It also aims to provide foundational knowledge of AI and its applications in marketing.

Sep17～Dec17. 2025
(14 sessions in total)

Online

For all levels
(Python background recommended, but not required)

Free to join

Voices of Participants

"I was able to deepen my learning. I would like to take more advanced courses"

"At first, it seemed like a lot of material, but I was able to learn it properly"

"In the end, I was able to acquire skills that are connected to real business applications"

etc.

Participants who complete the program will receive a certificate of completion
and Outstanding students might join Joint Research Project!

Registration Form

or

https://edu.omnicamp.us/en/applicants/ROI44 0ZW0PG76I73RURVDO3LA05TF4D5B1AE6 SMWAH1Y6Y8A4JBLGEKQV483QZAP/

UTokyo

松尾・岩澤研究室
Matsuo-Iwasawa Lab UTokyo

Introduction to the Matsuo Laboratory and GCI

What is the Matsuo Laboratory?

The Matsuo Laboratory (Matsuo Lab) at the University of Tokyo envisions 'creating intelligence' and is advancing cutting-edge research in areas such as deep learning, robotics, large-scale language models, and AI-brain interfaces.

What is the Global Consumer Intelligence Course（GCI）?

The Global Consumer Intelligence (GCI) course at the University of Tokyo offers a hands-on learning experience that spans everything from "the purpose of studying data science" to "Python and machine learning fundamentals" and "practical data application in business settings" all within a short timeframe. The course is designed to prepare students to take their first steps as data scientists. To date, more than 25,000 students have participated in the program, contributing to joint research projects with companies and fostering entrepreneurial development.

Schedule of the Course

Session	Contents
1	• Introduction: Why learn data science?
2	• Basics of Python
3	• Handling Arrays and Numerical Computations Using NumPy
4	• Cleaning Data Using Pandas
5	• Visualizing Data Using Matplotlib
6	• Supervised Learning
7	• Model Validation Methods and Feature Engineering
8	• Introduction of Final Assignment
9	• Time series of machine learning
10	• SQL
11	• Unsupervised Learning (Second Half)
12	• Marketing and Data Science
13	• Guest session Business Case Studies Using Data Science
14	• Competition (cross-border competition) • Presentation of outstanding final assignment and competition winners

※The lecture also offer learning support programs, such as study communities and office hours.