

N-Lab – a Horizon success story



When the [Neodemographics project](#) started in Horizon, there were just three researchers working on the project. With the success of the research, and the receipt of external funding for various new applications of their data science techniques, the team expanded to nine PhD students, six Research Fellows and a number of associated staff from various disciplines - Psychology, Geography, Mathematics, Business, Computer Science.

Recognising that a substantial research group had grown within Horizon, they applied to the University of Nottingham strategic development fund to develop [N-LAB](#), a separate permanent centre for International Analytics within the Business School. The aims of N-Lab are to continue to expand the group's work and set up a multi-disciplinary Masters course in data analytics to feed into the pipeline of data science skills that industry has needed for a long time.

This opportunity has resulted in career progression for many of the team and enabled sustainability of one of the key research strands in Horizon.

The staffing of N-Lab will consist of:

- [Professor Andrew Smith](#) – Director of N-Lab and Professor of Consumer Research.
- [Dr James Goulding](#) – Deputy Director of N-Lab, Assistant Professor in Analytics and previously a research fellow in Horizon.
- [Dr Gavin Smith](#) – Data Science lead, Assistant Professor in Analytics and previously a research fellow in Horizon.
- [Dr Mark Iliffe](#) – Geospatial lead, and previously Horizon CDT student, Horizon research fellow.
- [Dr Robert Cluley](#) – Assistant Professor in Marketing Analytics.

Future recruitment of staff will follow once the Masters in International Analytics is up and running. We wish them all well with their new venture.

More information on N-Lab can be found [here](#).