

NITheCS Colloquium

NITheCS
National Institute for Theoretical and Computational Sciences

Machine Learning at Takealot Group

Dr Axel Tidemann *(Takealot Group)*

Monday, 26 October 2026 | 16h00–17h00 SAST

HOW TO ATTEND:

In person (main venue):

- Road House Cinema (Neelsie)
  Stellenbosch University

Watch at satellite venues:

- MITP Boardroom P215, 2nd Floor Physics Building
  University of the Witwatersrand
- Seminar Room K310
  Physics Building G5
  North-West University

Online (live stream)

--- Please note, a recording of the lecture will be published on the NITheCS YouTube channel following the event ---

ABSTRACT

The Takealot Group (takealot.com, Mr D and Takealot Fulfilment Solutions) handles millions of transactions per day and serves millions of customers each month. The volume of data requires a modern cloud infrastructure, a combination that creates a fertile ground for machine learning. The talk will focus on the range of applications, from predictive AI to generative AI, illustrating how Takealot trains models on the cloud as well as using Gemini APIs on the Google Cloud Platform to meet business needs. The talk will also include perspectives on the future of agentic shopping, and how the e-commerce industry is preparing for this paradigm shift in customer behaviour.

BIOGRAPHY

Dr Axel Tidemann is Head of AI at the Takealot Group. He earned his doctorate in machine learning from the Norwegian University of Science and Technology in 2009 and continued his academic research as a postdoctoral researcher and associate professor until 2015. He then joined Telenor Research as a senior research scientist. In 2020, he moved from Norway to Cape Town to join Takealot. In his spare time, he enjoys live music and riding his motorbike.



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