



Predictive  
Analytics  
WORLD

PART OF  
**Data Driven  
Business Week**

# CONFERENCE GUIDE

SEPT OCT NOV  
29-30-1 2013

**BOSTON**  
SEAPORT WORLD TRADE CENTER

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**Deloitte.**

## KEYNOTE SPEAKERS



**MICHAEL BERRY**

Business Intelligence Director  
TripAdvisor

**Big Data Changes  
Everything?  
Not Really.**



**SAUM MATHUR**

Global CIO, HP Software  
Hewlett-Packard

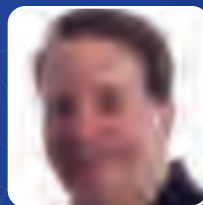
**Using Analytics  
to Power the  
New Style of IT**



**ERIC SIEGEL**

Founding Chair  
Predictive Analytics World

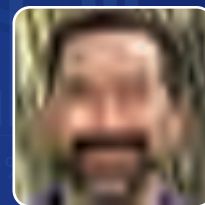
**The Prediction Effect,  
the Data Effect, and  
the Persuasion Effect**



**DR. JOHN ELDER**

CEO & Founder  
Elder Research, Inc.

**General Lessons  
We Can Learn from  
Blackbox Trading**



**KARL REXER**

President  
Rexer Analytics

**Industry Trends:  
Highlights from the  
2013 Data Miner Survey**

[www.predictiveanalyticsworld.com/boston](http://www.predictiveanalyticsworld.com/boston)

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Predictive Analytics for Business and Marketing

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DDBWBO2013

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# Your data Inside out

You know your organization's data is full of potential. Stored and siloed throughout your business, it represents a wealth of possibilities. Deloitte's deep industry experience and advanced analytics capability maximizes the value of data. We look at an organization from the inside out—turning everyday information into useful and actionable insights that inform your decision-making.

[www.deloitte.com/us/deloitteanalytics](http://www.deloitte.com/us/deloitteanalytics)



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## Welcome to Predictive Analytics World!

You have come to the leading business event, loaded with predictive analytics case studies, expertise and resources. This conference brings professionals and experts together to keep predictive analytics on a forward trajectory, strengthening the impact delivered and establishing new opportunities.

PAW is a part of Data Driven Business Week. This multi-conference "überevent" spans topics in analytics and beyond, reflecting the growing importance and visibility of the industry. You benefit from this cross-pollination by access to cross conference expositions, shared workshops, and cross-registration options.

Each of the millions of business decisions driven by analytics are based on concrete evidence and sound mathematics. That is truly an upgrade to the way we do business. And everywhere you turn, this upgrade is "installed" in new, innovative ways by driving different types of operational decisions with the scores produced by predictive models. PAW's extensive array of case studies prove that these innovations deliver.

Enjoy, take advantage, and have a great conference!



Regards,  
Eric Siegel, Ph.D.

Program Chair  
Predictive Analytics World




## Table of Contents

Agenda Overview .....	4
Session Descriptions .....	8
Conference Floorplan .....	17
Conference Workshops.....	18
Keynote Speaker Bios .....	24
Plenary Speaker Bios.....	25
Exhibitor Floorplan .....	26
Sponsors.....	27
Sponsor Profiles.....	28

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Predictive Analytics World



● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

## Pre-Conference Full Day Workshop • Sunday, September 29, 2013

9:00am - 4:30pm  
Room: Cambridge

**R for Predictive Modeling: A Hands-On Introduction** ▲

Max Kuhn, Pfizer

## Monday, September 30, 2013

8:00-9:00am

**REGISTRATION & NETWORKING BREAKFAST** • Commonwealth Hall

9:00-9:45am

**KEYNOTE** • Room: Cityview

**The Prediction Effect, the Data Effect, and the Persuasion Effect**

Eric Siegel, Predictive Analytics World

Attendee's receive a free copy of the related book by Eric Siegel,  
*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die.*

9:45-10:00am

**DIAMOND SPONSOR PRESENTATION** • Room: Cityview



10:00-10:30am

**EXHIBITS & MORNING COFFEE BREAK** • Commonwealth Hall

TRACKS

**TRACK 1: ALL LEVELS**

Room: Harborview 1

**TRACK 2: EXPERT/PRACTITIONERS**

Room: Cityview

10:30-10:40am

**Gold Sponsor Presentation** ●  
**Predictive Analytics 2.0 – Data Science  
for the Enterprise**

Eric Novik, TIBCO Spotfire



**Gold Sponsor Presentation** ▲

Anil Kaul, AbsolutData



**Customer Insights**

**Thought Leadership**

10:40-11:25am

**Case Study: KeyBank** ●  
**Making Key Business Decisions with  
Analytics to Better Serve Customers**

David Bonalle, KeyBank

**My Five Predictive Analytics Pet Peeves** ▲

Dean Abbott, Abbott Analytics, Inc.

**Sales Strategy**

**Holistic Marketing Applications**

11:30am-12:15pm

**Case Study: Paychex** ●  
**Shaping Sales Strategy with Predictive Analytics**

Philip O'Brien, Paychex

Tom Kern, Paychex

**Case Study: AutoNation** ▲

**How Predictive Analytics Can  
Drive Marketing Strategy**

Tiziano Cembali, Aspen Marketing Services  
Vikash Singh, AutoNation

12:15-1:15pm







**LUNCH** • Commonwealth Hall

1:20-1:30pm

**PLENARY SESSION** • Room: Cityview

**Industry Trends: Highlights from the 2013 Data Miner Survey**

Karl Rexer, Rexer Analytics




1:30-2:15pm	<b>KEYNOTE • Room: Cityview</b> <b>Big Data Changes Everything? Not Really.</b> Michael Berry, TripAdvisor	
2:15-2:30pm	<b>VENDOR ELEVATOR PITCHES • Room: Cityview</b>      	
TRACKS	<b>TRACK 1: ALL LEVELS</b> Room: Harborview 1	<b>TRACK 2: EXPERT/PRACTITIONERS</b> Room: Cityview
2:35-3:20pm	<b>Insider Trading Detection</b>	<b>Uplift Modeling</b>
	<b>Case Study: Goldman Sachs ●</b> <b>Leveraging Big Data to Build an Integrated Fraud Framework</b> Punit Mahajan, Goldman Sachs	<b>Case Study: Subaru of America ▲</b> <b>Uplift Modeling and Beyond</b> Douglas Miller, Rocket Fuel Peter Amstutz, Carmichael Lynch
3:20-3:50pm	<b>EXHIBITS &amp; AFTERNOON BREAK • Commonwealth Hall</b>	
3:50-4:35pm	<b>Industry Applications</b>	<b>Advanced Methods - Sales Lead Scoring</b>
	<b>Case Study: Lancaster, XO, First Tennessee Bank, Redcats ●</b> <b>The Real World of Predictive Analytics ROI</b> Hyoun Park, Nucleus Research	<b>Case Study: Hewlett-Packard ▲</b> <b>Combining Structured and Unstructured Data to Identify Opportunities with SMB Clients</b> Aswinraj Govindaraj, Hewlett-Packard
4:40-5:00pm	<b>Media Spend Analytics</b>	<b>Customer Satisfaction</b>
	<b>Case Study: A Fortune 50 Company ●</b> <b>Driving Media Buying Efficiencies Up 15-25%</b> Shel Smith, Twenty-Ten	<b>Case Study: Analysis of Public Complaint Data ▲</b> <b>Ditch the Crystal Ball: Leveraging Predictive Analytics to Eliminate Customer Dissatisfaction Before it Spells Disaster for Your Business</b> Steven Ramirez, Beyond the Arc
5:10-5:30pm	<b>Healthcare Analytics</b>	
	<b>Case Study: New Directions Behavioral Health ●</b> <b>Deploying Predictive Models in Virgin Waters: Predicting Behavioral Health Readmissions</b> Matt Habiger, New Directions Behavioral Health Fred Grunwald, New Directions Behavioral Health	
5:30-7:00pm	<b>NETWORKING RECEPTION • Commonwealth Hall</b>	
7:00-9:00pm	<b>BOSTON PREDICTIVE ANALYTICS MEETUP • Commonwealth Hall</b> Lightning Talks: "Product Launch Challenge, Next Generation Social Websites, Drug Adoption in Physician Networks, Brand Impact from Text"	







● FOR ALL LEVELS


▲ FOR EXPERT/PRACTITIONERS

## Tuesday, October 1, 2013


8:00-9:00am	REGISTRATION & NETWORKING BREAKFAST • Commonwealth Hall	
9:00-9:05am	CONFERENCE CHAIR WELCOME REMARKS • Room: Cityview Eric Siegel, Predictive Analytics World	
9:05-9:25am	PLATINUM SPONSOR PRESENTATION • Room: Cityview Predictive Coding - Document Review in Legal Matters and Investigations Carol Tannous, Deloitte Financial Advisory Services LLP, Deloitte 	
9:25-10:15am	KEYNOTE • Room: Cityview Using Analytics to Power the New Style of IT Saum Mather, Hewlett-Packard	
10:15-10:40am	EXHIBITS & MORNING COFFEE BREAK • Commonwealth Hall	
TRACKS	TRACK 1: ALL LEVELS Room: Harborview 1	TRACK 2: EXPERT/PRACTITIONERS Room: Cityview
10:40-10:50am	Gold Sponsor Presentation ● Addressing Privacy Concerns: Critical Features for Predictive Analytics Platforms Dr. Thomas Hill, Ph.D., StatSoft, Inc. 	Gold Sponsor Presentation ▲ Predictive Analytics 2.0 – Data Science for the Enterprise Eric Novik, TIBCO Spotfire 
10:50-11:10am	Analytics Talent Using Analytics to Build Your Analytics Bench: Announcing 2012 Analytics Professionals Study Results ● Greta Roberts, International Institute for Analytics	Insurance - Risk Modeling Case Study: A Major US Medicare Administrator ▲ Predicting Health Insurance Claim Risks: A Comparison of Methods Lei Chi, Blue Slate Solutions David Read, Blue Slate Solutions
11:15-11:35am	Internet Security Case Study: The Bill and Melinda Gates Foundation ● Predicting Threats for the Gates Foundation - Protecting Our People, Investment, Reputation and Infrastructure Chris Sailer, The Bill and Melinda Gates Foundation	
11:40am-12:00pm	Online Ad Optimization Case Study: Quantcast ● Real-Time Bidding: A New Era in Advertising Michael Recce, Quantcast	Insurance - Risk Modeling Case Study: Opta Information Intelligence ▲ Determining True Non Linear Variable Relationships and Enhancement of Property Insurance Risk Models Richard Boire, Boire Filler Group
12:05-12:25pm	Lifetime Value Case Study: AOL ● How Much Are You Worth? - Calculating Customer Lifetime Value Brett Cohen, AOL	
12:25-1:25pm	LUNCH • Commonwealth Hall	

1:30-2:15pm	<b>SPECIAL PLENARY SESSION • Room: Cityview</b> <b>General Lessons We Can Learn From Blackbox Trading</b> Dr. John Elder, Elder Research, Inc.	
2:15-2:30pm	<b>VENDOR ELEVATOR PITCHES • Room: Cityview</b>  <b>QueB-IT</b>  <b>TIGER</b>  <b>TURING DATA</b>  <b>UC San Diego Extension</b>	
2:30-3:15pm	<b>EXPERT PANEL • Room: Cityview</b> <b>Big Data for Predictive Analytics</b> Moderator: Eric Siegel, Predictive Analytics World Speakers: Thomas Hill, StatSoft Satish Lalchand, Deloitte Financial Advisory Services LLP Eric Feinberg, ForeSee	
3:15-3:45pm	<b>EXHIBITS &amp; AFTERNOON BREAK • Commonwealth Hall</b>	
TRACKS	<b>TRACK 1: ALL LEVELS</b> Room: Harborview 1	<b>TRACK 2: EXPERT/PRACTITIONERS</b> Room: Cityview
3:50-4:35pm	<b>Energy Management</b> Case Study: <i>UCSD - San Diego Supercomputer Center</i> ● <b>Predictive Analytics for Smart Grids</b> Natasha Balac, UCSD - San Diego Supercomputer Center	<b>Persuasion Modeling (Uplift Modeling)</b> Case Study: <i>Obama for America</i> ▲ <b>Pinpointing the Persuadables: Convincing the Right Voters to Support Barack Obama</b> Daniel Porter, Obama for America
	<b>Big Data Quality</b> Case Study: <i>Citibank</i> ● <b>The Importance of Data Quality in the Context of Big Data</b> Raji Ramachandran, Citigroup Bob Granese, Citigroup Jagmeet Singh, Citigroup	<b>Online Ad Optimization</b> Case Study: <i>CompassLabs</i> ▲ <b>Predictive Analytics in Social Media Advertising</b> Mahesh Kumar, Tiger Analytics
4:40-5:30pm		

## Post-Conference Full Day Workshop • Wednesday, October 2, 2013

9:00am - 4:30pm Room: Harborview 1	<b>Modeling Methods: The Best and the Worst of Predictive Analytics</b> ▲ Dr. John Elder, Elder Research, Inc.
9:00am - 4:30pm Room: Waterfront 2	<b>Supercharging Prediction: Hands-On with Ensemble Models</b> ▲ Dean Abbott, Abbott Analytics, Inc. Sponsored by:  <b>SALFORD SYSTEMS</b>
9:00am - 4:30pm Room: Waterfront 1BC	<b>Making Text Mining Work: Practical Methods and Solutions</b> ▲ Dr. Andrew Fast, Elder Research Inc.

## Post-Conference Full Day Workshop • Thursday, October 3, 2013

8:45am - 4:30pm Room: Waterfront 2	<b>Advanced Methods Hands-On: Predictive Modeling Techniques</b> ▲ Dean Abbott, Abbott Analytics, Inc. Sponsored by:  <b>StatSoft</b>
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● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

## Monday, September 30, 2013

8:00-9:00am • Commonwealth Hall

### REGISTRATION & NETWORKING BREAKFAST

9:00-9:45am • Room: Cityview

#### KEYNOTE

### The Prediction Effect, the Data Effect, and the Persuasion Effect

What are the underlying principles that make predictive analytics effective? Why is data predictive, why is imperfect prediction valuable, and what type of prediction succeeds to persuade? You have heard of the butterfly, Doppler, and placebo effects. In this session, PAW founder Eric Siegel covers the Prediction, Data, and Persuasion Effects. Each of these Effects encompasses the fun part of science and technology: an intuitive hook that reveals how it works and why it succeeds.

*Speaker: Eric Siegel, Founding Chair, Predictive Analytics World*

Attendee's receive a free copy of the related book by Eric Siegel, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*.

9:45-10:00am • Room: Cityview

### DIAMOND SPONSOR PRESENTATION



10:00-10:30am • Commonwealth Hall

### EXHIBITS & MORNING COFFEE BREAK

10:30-10:40am • Room: Harborview 1

#### Track 1: GOLD SPONSOR PRESENTATION ●



### Predictive Analytics 2.0 – Data Science for the Enterprise

Scaling your big data across hundreds of clusters may be a cool IT project, but scaling analytical and predictive applications to thousands of users can help unleash the hidden value of that data. Getting tangible benefits from vast amount of information requires relevant domain expertise so that we can formulate the right questions, an infrastructure capable of accessing multiple data sources on demand and preferably without replication, a dynamic data visualization layer

accessible by business analysts for dimension free data exploration, and a statistical modeling environment that enables data scientists to construct relevant features, select best models, and enable predictive applications that can be deployed to thousands of users across the enterprise.

*Speaker: Eric Novik, Data Scientist, TIBCO Spotfire*

10:30-10:40am • Room: Cityview

#### Track 2: GOLD SPONSOR PRESENTATION ▲



*Speaker: Anil Kaul, CEO, AbsolutData*

10:40-11:25am • Room: Harborview 1

#### TRACK 1: CUSTOMER INSIGHTS ●

### Case Study: KeyBank

### Making Key Business Decisions with Analytics to Better Serve Customers

KeyBank, one of the nation's largest bank-based financial services companies created a centralized Client Insights Center of Excellence leveraging analytics to deliver its customer relationship strategy and better serve clients. KeyBank learned that becoming more insights-driven supports personal touch strategy. David Bonalle of KeyBank will share:

- How creating centralized insights organization with strong senior management committed to being insights-driven can lead to success
- How businesses can leverage analytics to optimize business decisions at every level and better serve customers
- How to assemble a team for insights-driven approach
- Examples of how KeyBank's sales & marketing team use analytics for various business functions

*Speaker: David Bonalle, Executive VP, Marketing & Client Insights, KeyBank*

10:40-11:25am • Room: Cityview

#### TRACK 2: THOUGHT LEADERSHIP ▲

### My Five Predictive Analytics Pet Peeves

Predictive Analytics (PA) has become increasingly mature as a technical discipline over the past decade in part because it stands on the shoulders of the related disciplines of data mining and machine learning.



However, there are recurring themes that permeate discussion boards and conferences that have become my personal pet peeves. This talk examines five of them and why they matter to practitioners, including why we must have humility in how far data science and algorithms can take us, and the value of business objectives, measuring success, and measuring significance.

*Speaker: Dean Abbott, President, Abbott Analytics, Inc.*

11:30am-12:15pm • Room: Harborview 1

## TRACK 1: SALES STRATEGY ●

### Case Study: *Paychex*

#### Shaping Sales Strategy with Predictive Analytics

As we know, predictive modeling brings art AND science together. Without it, many strategic decisions are left to the "gut," leaving enormous opportunities in the age of big data. Paychex leveraged expertise in Predictive Analytics to add an empirical layer to sales strategy decisions. With the addition of models to predict likely sales units and establish a yardstick to measure sales value by zip code, sales management became statistically informed as they made decisions regarding quota setting, territory alignment and market expansion. This session will describe how Predictive Analytics at Paychex was thereby granted a seat at the strategic table.

*Speakers: Philip O'Brien, MIS and Portfolio Manager, Paychex  
Tom Kern, Risk Modeling Analyst, Paychex*

11:30am-12:15pm • Room: Cityview

## TRACK 2: HOLISTIC MARKING APPLICATIONS ▲

### Case Study: *AutoNation*

#### How Predictive Analytics Can Drive Marketing Strategy

AutoNation, the largest automotive retailer in the country, started to adopt Predictive Analytics in 2008 and it is now becoming a driving force in defining and improving marketing strategies. Every marketing program has a Predictive Analytics framework integrated with ROI projections to identify customers eligible and to maximize incremental profit generated by programs given budget constraints. The evolution of Predictive Analytics carries on at AutoNation. Full exploit of targeting opportunities of the customer base as well as continuous marketing spending optimization are some

of the next steps to move toward a holistic view across programs and channels.

*Speakers: Tiziano Cembali, Senior Director, Aspen Marketing Services*

*Vikash Singh, Director, Marketing Analytics, AutoNation*

12:15-1:15pm • Commonwealth Hall

## LUNCH

1:20-1:30pm • Room: Cityview

## PLENARY SESSION

### Industry Trends: Highlights from the 2013 Data Miner Survey

In the spring of 2013, over a thousand analytic professionals from around the world participated in the 6th Rexer Analytics Data Miner Survey. In this PAW session, Karl Rexer will unveil the highlights of this year's survey results. Highlights will include:

- Key algorithms
- Challenges of Big Data Analytics, and steps being taken to overcome them
- Trends in analytic computing environments & tools
- Analytic project deployment
- Job satisfaction

*Speaker: Karl Rexer, President, Rexer Analytics*

1:30-2:15pm • Room: Cityview

## KEYNOTE

### Big Data Changes Everything? Not Really.

For one thing, data has always been big. Big is a relative concept and data has always been big relative to the computational power, storage capacity, and I/O bandwidth available to process it. Michael Berry now spends less time worrying about data size than he did in 1980. For another, data size as measured in bytes may or may not matter depending on what you want to do with it. If your problem can be expressed as a completely data parallel algorithm, you can process any amount of data in constant time simply by adding more processors and disks.

This session looks at various ways that size can be measured such as number of nodes and edges in a social network graph, number of records, number of bytes, or number of distinct outcomes, and how the importance

of size varies by task. Michael will pay particular attention to the importance or unimportance of data size to predictive analytics and conclude that for this application, data is powerfully predictive, whether big or relatively small -- big data is no big deal.

**Speaker:** Michael Berry, Business Intelligence Director, TripAdvisor

2:15-2:30pm • Room: Cityview

## VENDOR ELEVATOR PITCHES



2:35-3:20pm • Room: Harborview 1

## TRACK 1: INSIDER TRADING DETECTION ●

### Case Study: Goldman Sachs

### Leveraging Big Data to Build an Integrated Fraud Framework

Punit Mahajan of Goldman Sachs will discuss how big data can be leveraged to create an integrated framework to detect fraud and explain it in an insider trading context. A distinct component is used to identify opportunity, actor behavior and actor relationships. Actor relationships are identified through a social network analysis (SNA) model. This can be based on internal data from email, IM, proximity, phone logs, HR and CRM systems. The other components being a behavior model to identify change in actor behavior or identify repetitive behavior. The last component is to identify opportunity for trading fraud. News Analytics leverages unstructured data to identify corporate events and are combined with Market movement to identify opportunity. The session will conclude with a short discussion on how this can be extended to identify suspicious communication leveraging text analytics.

**Speaker:** Punit Mahajan, VP, Surveillance Analytics, Goldman Sachs

2:35-3:20pm • Room: Cityview

## TRACK 2: UPLIFT MODELING ▲

### Case Study: Subaru of America

### Uplift Modeling and Beyond

How do you drive business results and incremental value from your marketing investments? What good is your complex, real-time predictive model for banner

advertising if you cannot determine if the offer or ad exposure actually nudged the user to convert to the action that you wanted them to take? Any model can find internet user cookies that are likely to convert - but uplift is required if you want to identify users who need that extra push across the finish line. Partnering with Rocket Fuel, Carmichael Lynch Analytics team brought uplift to Subaru of America with some very measurable positive results.

**Speakers:** Douglas Miller, VP, Analytics, Rocket Fuel  
Peter Amstutz, Analytic Strategist, Carmichael Lynch

3:20-3:50pm • Commonwealth Hall

## BREAK / EXHIBITS

3:50-4:35pm • Room: Harborview 1

## TRACK 1: INDUSTRY APPLICATIONS ●

### Case Study: Lancaster, XO, First Tennessee Bank, Redcats

### The Real World of Predictive Analytics ROI

In this session, learn from Hyoun Park of Nucleus Research about the ROI of predictive analytics from the City of Lancaster, XO Communications, First Tennessee Bank, and Redcats. Nucleus has documented the ROI of predictive analytics deployments for police departments, telco providers, retail organizations, and financial services. Through these diverse use cases, Nucleus has identified key tips, tricks, and trends for calculating and verifying the true ROI of predictive analytics. Learn to make the business case for the Real World of predictive analytics and ensure that you focus on the aspects associated with business value.

**Speaker:** Hyoun Park, Principal Analyst, Nucleus Research

3:50-4:35pm • Room: Cityview

## TRACK 2: ADVANCED METHODS - SALES LEAD SCORING ▲

### Case Study: Hewlett-Packard

### Combining Structured and Unstructured Data to Identify Opportunities with SMB Clients

Unified communication (UC) solutions helps small and medium businesses (SMB) get over communication latency and achieve mobility and connectivity of workforce cost effectively. HP has collaborated with its' partner to devise a "go-to-market" strategy to target the SMB space with their own UC solution. To

support this effort, we use a unique analytical solution comprising of a mix of predictive models - value based segmentation and logistic regression on structured data to identify top customers and partners for this program and marry this prediction with unstructured product sentiment analysis to position the UC solution in the market more effectively across channels.

**Speakers:** Aswinraj Govindaraj, Analytics Consultant, Hewlett-Packard

4:40-5:00pm • Room: Harborview 1

## TRACK 1: MEDIA SPEND ANALYTICS ●

### Case Study: A Fortune 50 Company

#### Driving Media Buying Efficiencies Up 15-25%

Twenty-Ten demonstrated, with a Fortune 50 CPG client, how data could be used to determine their key areas of media spend, significantly increasing response rates and efficiency. After targeting their efforts to all moms, Twenty-Ten's client redefined their target segment as the Ultra Value Conscious Mom. Twenty-Ten then used data to determine the ideal media that contained the most optimal consumers who fit their new Ultra Value Conscious Mom target segment, driving a 15.7% efficiency increase for print media and a 20.4% efficiency increase for cable TV.

**Speaker:** Shel Smith, Senior Principal, Twenty-Ten

4:40-5:30pm • Room: Cityview

## TRACK 2: CUSTOMER SATISFACTION ▲

### Case Study: Analysis of Public Complaint Data

#### Ditch the Crystal Ball: Leveraging Predictive Analytics to Eliminate Customer Dissatisfaction Before it Spells Disaster for Your Business

As the amount of collected customer data continues to rapidly increase, many businesses are asking themselves, "How can I use this information to improve customer experience?" Based on continual in-depth analyses of the Consumer Financial Protection Bureau's consumer complaint database, Steven Ramirez, CEO of Beyond the Arc, will discuss:

- How to utilize big data to predict customer issues
- The risks and threats of ignoring customer complaints
- Best practices for analyzing social media and customer feedback data to identify and address potential issues

**Speaker:** Steven Ramirez, CEO, Beyond the Arc

5:10-5:30pm • Room: Harborview 1

## TRACK 1: HEALTHCARE ANALYTICS ●

### Case Study: New Directions Behavioral Health

#### Deploying Predictive Models in Virgin Waters: Predicting Behavioral Health Readmissions

Deploying predictive modeling in an organization for the first time can be difficult. This is especially true in industries like behavioral healthcare that are driven more by anecdotes than data. Getting management buy-in, convincing skeptics and producing a finished product with tangible results can be a long and trying road. However, a well thought out plan executed with precision can lead an organization skeptical of predictive modeling to embracing it. Matt Habiger and Fred Grunwald will discuss the steps, from beginning to end, of how a project to predict inpatient readmissions drove New Directions Behavioral Health to leverage and embrace predictive modeling.

**Speakers:** Matt Habiger, Quantitative Analyst, New Directions Behavioral Health

Fred Grunwald, Vice President of Analytics, New Directions Behavioral Health

5:30-7:00pm • Commonwealth Hall

## RECEPTION / EXHIBITS

7:00-9:00pm • Commonwealth Hall

## BOSTON PREDICTIVE ANALYTICS MEETUP

Lightning Talks: "Product Launch Challenge, Next Generation Social Websites, Drug Adoption in Physician Networks, Brand Impact from Text"

### New to Predictive Analytics?

If you're new to the field, kicking off a new initiative, or exploring new ways to position it at your organization, there's no better place to get your bearings than Predictive Analytics World. See what other companies are doing, witness vendor demos, participate in discussions with the experts, network with your colleagues and weigh your options!

Access the free online Predictive Analytics Guide:  
[www.pawcon.com/guide](http://www.pawcon.com/guide)

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

## Tuesday, October 1, 2013

8:00-9:00am • Commonwealth Hall

### REGISTRATION & NETWORKING BREAKFAST

9:00-9:05am • Room: Cityview

### CONFERENCE CHAIR WELCOME REMARKS

*Speaker: Eric Siegel, Founding Chair, Predictive Analytics World*

9:05am-9:25am • Room: Cityview

### PLATINUM SPONSOR PRESENTATION

**Deloitte.**

### Predictive Coding - Document Review in Legal Matters and Investigations

As the volume of electronically stored information increases at an exponential rate, many organizations are looking for new ways to manage document review

and rein in escalating costs. Meanwhile, advanced analytics techniques such as predictive coding are opening the door to new opportunities for corporate legal departments, government agencies, and outside counsel looking to make sense of this growing mountain of information. This presentation explores the use of predictive coding to allow for intelligent and faster decision making while achieving cost savings.

*Speaker: Carol Tannous, Senior Manager in the Data Analytics practice, Deloitte Financial Advisory Services LLP*

9:25-10:15am • Room: Cityview

### KEYNOTE

### Using Analytics to Power the New Style of IT

*Speaker: Saum Mather, Global CIO, HP Software, Hewlett-Packard*

10:15-10:40am • Commonwealth Hall

### EXHIBITS & MORNING COFFEE BREAK

## Visit the Feedback Lounge!

@Booth #130

Stop by, have a seat, relax, grab a snack or drink and share how your day is going.



We will also be giving away some awesome prizes! It's easy, here's how you can participate:

- Share your thoughts about the event either by writing on our whiteboards or by recording a video testimonial.
- See our attendant in Booth #130 and have your passport stamped for a chance to win additional prizes.

**Come see us at booth #130 and enter to win some great prizes!**





10:40-10:50am • Room: Harborview 1

## Track 1: GOLD SPONSOR PRESENTATION ●



### Addressing Privacy Concerns: Critical Features for Predictive Analytics Platforms

For many years, the primary focus of statisticians, mathematicians, data scientists, and data miners has been to produce accurate models and predictions. The flip side of success in this endeavor is that customers, patients, or others who are accurately "predicted" may--and often will--consider this to be an invasion of their privacy. The more effective the modeling tools have become, the more vocal are the critics of their un-"regulated" applications.

Governance of models and data (big or small) is a neglected topic in the discussions among predictive modelers, and it is an important driver of software requirements often missing from projects to implement predictive modeling platforms.

This session will discuss some key features of the STATISTICA Enterprise Decisioning Platform® that have made it a favorite in highly regulated industries. Given the recent coverage of invasion-of-privacy concerns due

to exhaustive and effective data mining, it is critical that every organization has clear rules on who can access specific data, who approves models, who uses models, when to predict what features, and what documentation is to be produced to demonstrate that the application of models is fair. Enterprise analytics platforms must support features allowing the implementation of these policies and rules.

*Speaker: Dr. Thomas Hill, Ph.D., Vice President of Analytic Solutions, StatSoft, Inc.*

10:40-10:50am • Room: Cityview

## Track 2: GOLD SPONSOR PRESENTATION ▲



### Predictive Analytics 2.0 – Data Science for the Enterprise

Scaling your big data across hundreds of clusters may be a cool IT project, but scaling analytical and predictive applications to thousands of users can help unleash the hidden value of that data. Getting tangible benefits from vast amount of information requires relevant domain expertise so that we can formulate the right questions, an infrastructure capable of accessing

## Increase the predictability of your future!

### Online Predictive Analytics Certificate Program

- Fully online and designed for working adults with a wide range of backgrounds
- Drive business results with a deeper understanding of customer behavior and internal processes
- Define business goals, prepare data, develop, verify, deploy, and refine models
- Learn from industry experts
- Update your skills with emerging trends in text, sentiment and risk analytics, big data, and ensemble methods

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[extension.uci.edu/pa](http://extension.uci.edu/pa)



multiple data sources on demand and preferably without replication, a dynamic data visualization layer accessible by business analysts for dimension free data exploration, and a statistical modeling environment that enables data scientists to construct relevant features, select best models, and enable predictive applications that can be deployed to thousands of users across the enterprise.

**Speaker:** Eric Novik, Data Scientist, TIBCO Spotfire

10:50-11:10am • Room: Harborview 1

## TRACK 1: ANALYTICS TALENT ●

### Using Analytics to Build Your Analytics Bench: Announcing 2012 Analytics Professionals Study Results

Many innovative businesses and IT organizations appreciate the competitive advantage analytics capabilities can provide and have ambitions to reach increasing levels of analytics maturity. However, the well-documented shortage of analytic talent leaves many firms without a strong analytic talent bench and little knowledge about how and where to find analytics professionals needed to get there. In this presentation, Greta Roberts will discuss results from a major 2012 Study of Analytics Professionals that crosses industries, experience and skills. Practical insights shared include key best practices, trends and correlations that lend unexpected insight into building a strong and scalable analytic talent bench.

**Speaker:** Greta Roberts, Faculty Member, International Institute for Analytics

10:50-11:35am • Room: Cityview

## TRACK 2: INSURANCE – RISK MODELING ▲

### Case Study: A Major US Medicare Administrator

### Predicting Health Insurance Claim Risks: A Comparison of Methods

Lei Chi and David Read will describe a comparative study of several methods for predicting health insurance claim risks for a major US Medicare Administrator. Effective predictive models help reduce costs due to claim errors, which are estimated to reach \$17 billion annually in the US healthcare industry according to American Medical Association. Health insurance claim data typically involves thousands of attributes, posing challenges in developing predictive models efficiently.

With the government mandated conversion from ICD-9 to ICD-10, attributes of claim data will be 10-20 times more, exacerbating these challenges. Lei and David will also discuss performance, strengths and weaknesses of several predictive methods.

**Speakers:** Lei Chi, Data Analytics Lead, Blue Slate Solutions  
David Read, CTO, Blue Slate Solutions

11:15-11:35am • Room: Harborview 1

## TRACK 1: INTERNET SECURITY ●

### Case Study: The Bill and Melinda Gates Foundation

### Predicting Threats for the Gates Foundation - Protecting Our People, Investment, Reputation and Infrastructure

Chris Sailer will discuss how The Gates Foundation exploits Predictive Analytics to ensure that its global mission is advanced safely and securely. This analytical capability provides a 360 view of known risks and identifies emerging risks. Our threat scoring system collects and analyzes unsolicited inbound correspondence providing real-time diagnostic intelligence. We synthesize a factor and motive-based conceptual model with behavioral modeling to operationalize threat prediction. If a correspondence is classified as high threat - it is automatically routed to The Foundation's protective intelligence specialists. They utilize Saffron to determine root cause to take appropriate action.

**Speaker:** Chris Sailer, Senior Manager, Risk Management & Analysis, The Bill and Melinda Gates Foundation

11:40am-12:00pm • Room: Harborview 1

## TRACK 1: ONLINE AD OPTIMIZATION ●

### Case Study: Quantcast

### Real-Time Bidding: A New Era in Advertising

For decades, cost per thousand (CPM) pricing controlled how all advertising was bought and sold, and how media properties were compared. While a focus on CPM-based buying provided a foundation for the first decade of online display growth, it is now preventing the online advertising industry from realizing the full potential of its biggest game changers "real-time bidding" (RTB). Today, RTB presents a huge opportunity for buyers to "take it to the next level." Focused on value, buyers can evolve from haggling over costs to collaborating with

media partners to find strategic value and ROI they are both committed to delivering.

*Speaker: Michael Recce, Vice President of Modeling, Quantcast*

11:40-12:25pm • Room: Cityview

## TRACK 2: INSURANCE – RISK MODELING ▲

### Case Study: *Opta Information Intelligence*

#### **Determining True Non Linear Variable Relationships and Enhancement of Property Insurance Risk Models**

Richard Boire will discuss how Building Property Insurance Risk Models was a relatively new area of focus for Boire Filler Group. During the model discovery stage, a number of non linear patterns emerged from our variable and exploratory data analysis. Our challenge was to determine whether these relationships were indeed noise or in fact represented viable business patterns that needed to be captured in the model. Vetting our results with key domain business experts, we were able to transform these variables to better reflect the non-linear relationship. These transformations yielded significant model improvement with an ROI increase of 50%.

*Speaker: Richard Boire, Partner, Boire Filler Group*

12:05-12:25pm • Room: Harborview 1

## TRACK 1: LIFETIME VALUE ●

### Case Study: *AOL*

#### **How Much Are You Worth? - Calculating Customer Lifetime Value**

How can we accurately measure how much someone who comes to your site will be worth? In order to maximize ROI and LTV, Brett Cohen will discuss how AOL Search took a step back from the complex LTV models and created a 3 pronged model that takes audience, engagement (and churn), and monetization into account to measure the value of users coming in from different properties. See how AOL visualizes this data and how they cut the time to decisions by over 80%; allowing the company to divest from ROI negative partnerships nearly immediately, as well as invest more with partners who have optimal performance.

*Speaker: Brett Cohen, Senior Business Intelligence Analyst, AOL*

12:25-1:25pm • Commonwealth Hall

## LUNCH

1:30-2:15pm • Room: Cityview

## SPECIAL PLENARY SESSION

### **General Lessons We Can Learn From Blackbox Trading**

Beating the market with skill, rather than luck, is so hard that it's arguably impossible. A strong working approximation is that markets are efficient - that prices reflect available information almost instantaneously. Accordingly, we have failed often. But our success building quantitative investment systems has been great - most notably with a hedge fund that beat the S&P-500 every year for a decade, with only 2/3rds the risk (volatility). Dr. John Elder will highlight key lessons learned from the long battle, and how those insights have helped solve many other predictive analytics challenges.

*Speaker: Dr. John Elder, CEO and Founder, Elder Research, Inc.*

2:15-2:30pm • Room: Cityview

## VENDOR ELEVATOR PITCHES



2:30-3:15pm • Room: Cityview

## EXPERT PANEL

### **Big Data for Predictive Analytics**

If Big Data begs the question, "What to do with all this data?" Predictive Analytics answers, "Learn from it to predict behavior." But just how much predictive payoff comes with going so big? This expert panel will address the new demands on Predictive Analytics solutions and best practices as data grows to enormity, and will recommend tactics to fully leverage data's growing magnitude to improve the business performance of Predictive Analytics initiatives.

*Moderator: Eric Siegel, Founding Chair, Predictive Analytics World*

*Speakers: Thomas Hill, StatSoft*

*Satish Lalchand, Deloitte Financial Advisory Services LLP*

*Eric Feinberg, Senior Director of Mobile, Media and Entertainment, ForeSee*

3:15-3:45pm • Commonwealth Hall

## EXHIBITS & AFTERNOON BREAK

3:50-4:35pm • Room: Harborview 1

### TRACK 1: ENERGY MANAGEMENT ●

#### Case Study: UCSD - San Diego Supercomputer Center

##### Predictive Analytics for Smart Grids

As demand for cost-effective energy and resource management continues to grow, intelligent automated building solutions are necessary to reduce energy consumption, increase alternative energy sources, reduce operational costs and find interoperable solutions that integrate with legacy equipment without massive investments in new equipment and tools. UC San Diego's 1200-acre campus provides a forward-thinking, innovation engine to improve operational efficiency, lower operating costs, and reduce the overall carbon footprint of its 45 MW peak load Smart Grid. In collaborations with the commercial sector, PACE is developing a scalable decision support system for large scale, predictive analytics for intelligent real-time energy management.

*Speaker: Natasha Balac, Director, Predictive Analytics Center of Excellence, UCSD - San Diego Supercomputer Center*

3:50-4:35pm • Room: Cityview

### TRACK 2: PERSUASION MODELING (UPLIFT MODELING) ▲

#### Case Study: Obama for America

##### Pinpointing the Persuadables: Convincing the Right Voters to Support Barack Obama

Prior to President Obama's reelection campaign, standard practices for persuading voters—that is, changing their minds—were unscientific and driven by long-standing assumptions and hunches. Campaigns targeted broad categories of typically "independent" voters and assumed that these voters would respond to a persuasive message. That all changed with the Obama reelection. Campaign leadership knew that 2012 would be different from 2008. Turning out likely supporters was not enough; the campaign had to persuade voters that President Obama was a better choice than Mitt Romney. Daniel Porter, Director of Statistical Modeling for the Obama Campaign, will discuss how his team used

the results from a large-scale randomized, controlled experiment to model which individual voters were most likely to be persuaded, and how this model served as the basis for targeting decisions across many aspects of campaign.

*Speaker: Daniel Porter, Director of Statistical Modeling, Obama for America*

4:40-5:30pm • Room: Harborview 1

### TRACK 1: BIG DATA QUALITY ●

#### Case Study: Citibank

##### The Importance of Data Quality in the Context of Big Data

Many businesses and institutions are pursuing the use of Big Data as a means of better understanding the current state as well as improving predictions. It is important to understand that the strength of those predictions is based almost entirely on your understanding of the data and its inherent quality. This presentation will focus on the data quality framework as it pertains to Big Data related predictive analytics with some appropriate examples.

*Speakers: Raji Ramachandran, Citigroup*

*Bob Granese, VP, Data Analyst, Data Quality Analytics & Improvement, Citigroup*

*Jagmeet Singh, Citigroup*

4:40-5:30pm • Room: Cityview

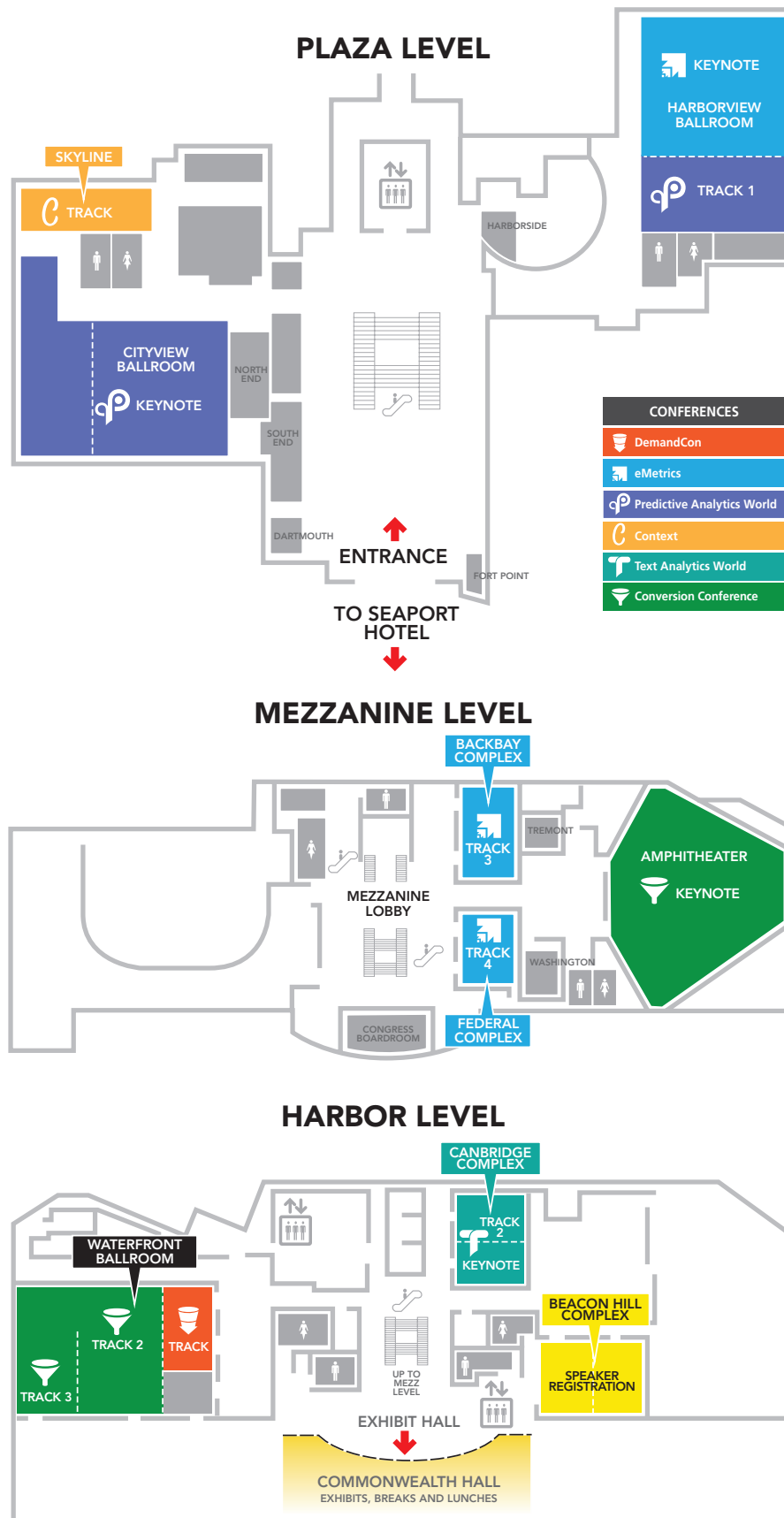
### TRACK 2: ONLINE AD OPTIMIZATION ▲

#### Case Study: CompassLabs

##### Predictive Analytics in Social Media Advertising

The new wave of social media (Facebook, Twitter, etc.) in the last decade has made it easier than ever for marketers to reach the right customers at the right time with the right products and offers. However, the traditional analytical tools and methodologies are often insufficient due to the rapidly growing volumes of data as well as increasing importance of analyzing textual and unstructured data in this space. Mahesh Kumar will present a case study on applying data analytics to help a leading credit card company improve new customer acquisitions through Facebook campaigns.

*Speaker: Mahesh Kumar, Founder & CEO, Tiger Analytics*





## Sunday, September 29, 2013

Full-day: 9:00am - 4:30pm ▲

### R for Predictive Modeling: A Hands-On Introduction

Room: Cambridge

**Intended Audience:** Practitioners who wish to learn how to execute on predictive analytics by way of the R language; anyone who wants "to turn ideas into software, quickly and faithfully."

#### Knowledge Level

Either hands-on experience with predictive modeling (without R) or hands-on familiarity with any programming language (other than R) is sufficient background and preparation to participate in this workshop.

#### Workshop Description

This one-day session provides a hands-on introduction to R, the well-known open-source platform for data analysis. Real examples are employed in order to methodically expose attendees to best practices driving R and its rich set of predictive modeling packages, providing hands-on experience and know-how. R is compared to other data analysis platforms, and common pitfalls in using R are addressed.

The instructor, a leading R developer and the creator of CARET, a core R package that streamlines the process for creating predictive models, will guide attendees on hands-on execution with R, covering:

- A working knowledge of the R system
- The strengths and limitations of the R language
- Preparing data with R, including splitting, resampling and variable creation
- Developing predictive models with R, including decision trees, support vector machines and ensemble methods
- Visualization: Exploratory Data Analysis (EDA), and tools that persuade
- Evaluating predictive models, including viewing lift curves, variable importance and avoiding overfitting

#### Hardware: Bring Your Own Laptop

Each workshop participant is required to bring their own laptop running Windows or OS X. The software used during this training program, R, is free and readily available for download.


*Attendees receive an electronic copy of the course materials and related R code at the conclusion of the workshop.*

#### Schedule

- Workshop starts at 9:00am
- Morning Coffee Break from 10:30am - 11:00am
- Lunch provided from 12:30 - 1:15pm
- Afternoon Coffee Break from 2:30pm - 3:00pm
- Workshop ends at 4:30pm

#### Instructor:


**Max Kuhn, Director, Nonclinical Statistics, Pfizer**



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## Wednesday, October 2, 2013

Full-day: 9:00am - 4:30pm ▲

### The Best and the Worst of Predictive Analytics: Predictive Modeling Methods and Common Data Mining Mistakes

Room: Harborview 1

#### Intended Audience

Interested in the nuts and bolts

#### Knowledge Level

Familiar with the basics of predictive modeling.

#### Workshop Description

Predictive analytics has proven capable of enormous returns across industries – but, with so many core methods for predictive modeling, there are some tough questions that need answering:

- How do you pick the right one to deliver the greatest impact for your business, as applied over your data?
- What are the best practices along the way?
- And how do you avoid the most treacherous pitfalls?

This one-day session surveys standard and advanced methods for predictive modeling.

Dr. Elder will describe the key inner workings of leading algorithms, demonstrate their performance with business case studies, compare their merits, and show you how to pick the method and tool best suited to each predictive analytics project. Methods covered include classical regression, decision trees, neural networks, ensemble methods, uplift modeling and more.

The key to successfully leveraging these methods is to avoid “worst practices”. It’s all too easy to go too far in

one’s analysis and “torture the data until it confesses” or otherwise doom predictive models to fail where they really matter: on new situations.

Dr. Elder will share his (often humorous) stories from real-world applications, highlighting the Top 10 common, but deadly, mistakes. Come learn how to avoid these pitfalls by laughing (or gasping) at stories of barely averted disasters.

If you’d like to become a practitioner of predictive analytics – or if you already are, and would like to hone your knowledge across methods and best practices, this workshop is for you!

What you will learn:

- The tremendous value of learning from data
- How to create valuable predictive models for your business
- Best Practices by seeing their flip side: *Worst Practices*

#### Schedule

- Workshop starts at 9:00am
- First AM Break from 10:00 - 10:15am
- Second AM Break from 11:15 - 11:30am
- Lunch from 12:30 - 1:15pm
- First PM Break from 2:00 - 2:15pm
- Second PM Break from 3:15 - 3:30pm
- Workshops ends at 4:30pm

*Attendees receive a free copy of John Elder’s book **Statistical Analysis and Data Mining Applications**, an electronic copy of the course notes via USB drive, and an official certificate of completion at the conclusion of the workshop.*

#### Instructor:

**Dr. John Elder, CEO & Founder, Elder Research, Inc.**

**Wednesday, October 2, 2013**

Full-day: 9:00am - 4:30pm ▲

## Supercharging Prediction: Hands-On with Ensemble Models

Sponsored By:  SALFORD  
SYSTEMS

Room: Waterfront 2

### Intended Audience

**Practitioners:** Analysts who would like to learn how to build and gain insight from model ensembles using a state-of-the-art data mining software tool.

**Technical Managers:** Project leaders and managers who are responsible for developing predictive analytics solutions and want to understand the potential value and limitations of model ensembles.

### Knowledge Level

Basic understanding of statistical methods or predictive modeling algorithms

### Workshop Description

Once you know the basics of predictive analytics including data exploration, data preparation, modeling building, and model evaluation, what can be done to improve model accuracy? One key technique is the use of model ensembles, which “groups” or “rolls up” models into a single, usually-better model.

Are model ensembles an algorithm or an approach? How can one understand the influence of key variables in the ensembles? Which options affect the ensembles most? This workshop dives into the key ensemble approaches including Bagging, Random Forests, and Stochastic Gradient Boosting. Attendees will learn “best practices” and attention will be paid to learning and experiencing the influence various options have on ensemble models so that attendees will gain a deeper understanding of how the algorithms work qualitatively and how one can interpret resulting models. Attendees will also learn how to automate the building of ensembles by changing key parameters.

### Participant background

Participants are expected to know the principles of predictive analytics. This hands-on workshop requires all participants to be involved actively in the model building process, and therefore must be prepared to work independently or in a small team throughout the day. The instructor will help participants understand the application of predictive analytics principles and will help participants overcome software issues throughout the day.

### Software

The key concepts covered during this workshop can be applied to many predictive analytics projects regardless of the software employed. The software for this workshop's hands-on experience is still to be determined, though may be a commercial or an open source software tool.

### Hardware: Bring Your Own Laptop

Each workshop participant is required to bring their own laptop running Windows; both PCs and Macintoshes running Windows (through Parallels Desktop or Fusion are acceptable). It is strongly recommended that the software be installed prior to the workshop by visiting the Salford Systems booth in the Predictive Analytics World exposition hall and installing the software from CD or USB.

Attendees receive a course materials book and an official certificate of completion at the conclusion of the workshop.

### Schedule

- Software installation (if not already installed): 8:30am
- Workshop program starts at 9:00am
- Morning Coffee Break at 10:30 - 11:00am
- Lunch provided at 12:30 - 1:15pm
- Afternoon Coffee Break at 2:30 - 3:00pm
- End of the Workshop: 4:30pm

### Instructor:

**Dean Abbott, President, Abbott Analytics, Inc.**

## Wednesday, October 2, 2013

Full-day: 9:00am - 4:30pm ▲

### Making Text Mining Work: Practical Methods and Solutions

Room: Waterfront 1BC

#### Intended Audience

**Practitioners:** Practitioners seeking tools to analyze unstructured text data.

#### Knowledge Level

No previous experience required though some technical background in statistics or predictive analytics will be useful.

Attendees will receive an electronic copy of the course notes via USB drive.

#### Workshop Description

In their 2011 Hype Cycle report, Gartner has Text Analytics sliding into the “Trough of Disillusionment”, highlighting the difficulty of achieving its great promise. Despite this verdict, text mining and text analytics can be valuable tools, if you know where to look for the solution. This workshop will address:

- The text mining solutions available now and the problems for which they are best suited
- Best practices in the key text mining areas
- How to set positive but realizable expectations for the return on investment of a text mining project

This one-day session surveys standard and advanced methods for text mining. Dr. Fast will describe the key inner workings of leading algorithms, demonstrate their performance with business case studies, compare their merits, and show how to pick the approach best suited for your project. Methods covered include search indexes, text classification, information extraction, document similarity and more.

The key to successfully leveraging these methods is to find the right “hammer” for your text “nails” and understand the limits of those techniques.

Dr. Fast will share his experience mining text on real-world applications in several fields, highlighting the range of available solutions and how to combine technologies to maximize the value of the vast store of (untapped) unstructured data.

If you’d like to become a text mining practitioner – or if you already are, and would like to hone your knowledge across methods and best practices, this workshop is for you!

#### What you will learn:

- The tremendous value of learning from unstructured textual data
- How to choose the proper text mining solution
- Text mining best practices

#### Schedule

- Software installation (if not already installed): 8:30am
- Workshop starts at 9:00am
- First AM Break from 10:00 - 10:15am
- Second AM Break from 11:15 - 11:30am
- Lunch from 12:30 - 1:15pm
- First PM Break: 2:00 - 2:15pm
- Second PM Break: 3:15 - 3:30pm
- Workshop ends at 4:30pm

*Attendees receive a free copy of Andrew Fast’s book on **Practical Text Mining**, an electronic copy of the course notes via USB drive, and an official certificate of completion at the conclusion of the workshop.*

#### Instructor:

**Dr. Andrew Fast**, Chief Scientist, Elder Research, Inc.

**Friday, June 14, 2013**

Full-day: 8:45am - 4:30pm ▲

## Advanced Methods Hands-On: Predictive Modeling Techniques

Sponsored By:  StatSoft

Room: Waterfront 2

### Intended Audience

Practitioners: Analysts who would like a tangible introduction to predictive analytics or who would like to experience analytics using a state-of-the-art data mining software tool.

Technical Managers: Project leaders, and managers who are responsible for developing predictive analytics solutions, who want to understand the process.

### Knowledge Level

Familiar with the basics of predictive modeling.

### Workshop Description

Once you know the basics of predictive analytics and have prepared data for modeling, which algorithms should you use? What are the similarities and differences?

Which options affect the models most? This workshop dives into the key predictive analytics algorithms for supervised learning, including decision trees, linear and logistic regression, neural networks, k-nearest neighbor, support vector machines, and model ensembles. Attendees will learn “best practices” and attention will be paid to learning and experiencing the influence various options have on predictive models so that attendees will gain a deeper understanding of how the algorithms work qualitatively.

### Participant Background

Participants are expected to know the principles of predictive analytics. This hands-on workshop requires all participants to be involved actively in the model building process, and therefore must be prepared to work independently or in a small team throughout the day. The instructor will help participants understand the application of predictive analytics principles, and will help participants overcome software issues throughout the day.

### Software

While the majority of concepts covered during this workshop apply to all predictive analytics projects - regardless of the particular software employed - this workshop's hands-on experience is achieved via StatSoft STATISTICA. A license will be made available to participants for use on that day (included with workshop registration).

### Hardware: Bring Your Own Laptop

Each workshop participant is required to bring their own laptop running Windows. Instructions will be provided to install a trial license for the analytics software used during this training program.

Attendees receive a course materials book and an official certificate of completion at the conclusion of the workshop.

### Schedule

- Software installation at 8:45am
- Workshop program starts at 9:00am
- Morning Coffee Break from 10:30 - 11:00am
- Lunch provided from 12:30 - 1:15pm
- Afternoon Coffee Break from 2:30 - 3:00pm
- Workshop ends at 4:30pm

### Instructor:

Dean Abbott, President, Abbott Analytics, Inc.

## Predictive Analytics Applied – An Online Introduction

New to predictive analytics? Take this online course to ramp up before Predictive Analytics World.

### Online 5 ½-hour training program:

- On-demand at any time – start now for 3 months of access
- Self-paced e-learning – at your convenience
- Internationally-friendly – taken from over 16 countries

**Instructor:** Eric Siegel, Founding Chair, Predictive Analytics World

### Intended Audience:

- **Managers:** Project leaders, directors, CXOs, vice presidents, investors and decision makers of any kind involved with analytics, direct marketing or online marketing activities.
- **Marketers:** Personnel running or supporting direct marketing, response modeling, or online marketing who wish to improve response rates and increase campaign ROI for retention, upsell and cross-sell.
- **Technology Experts:** Analysts, BI directors, developers, DBAs, data warehouseurs, web analysts, and consultants who wish to extend their expertise to predictive analytics.

### Workshop Description

Business metrics do a great job summarizing the past. But if you want to predict how customers will respond in the future, there is one place to turn — predictive analytics. By learning from your abundant historical data, predictive analytics delivers something beyond standard business reports and sales forecasts: actionable predictions for each customer. These predictions encompass all channels, both online and off, foreseeing which customers will buy, click, respond, convert or cancel. If you predict it, you own it.

The customer predictions generated by predictive analytics deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit. For online applications such as e-marketing and customer care recommendations, predictive analytics acts in real-time, dynamically selecting the ad, web content or cross-sell product each visitor is most likely to click on or respond to.

Predictive Analytics Applied is a self-paced online course instructed by the founding chair of Predictive Analytics World that covers the following topics:

- **Applications:** Business, marketing and web problems solved with predictive analytics. The many ways its predictions can be used to drive various business decisions.
- **Core Technology:** How a predictive model works and how it's created. What a predictive model looks like under the cover. What data is required for predictive modeling.
- **Evaluation:** How well a predictive model works and how much revenue it generates.
- **Management:** Project leadership and business process for predictive analytics; the organizational challenges and how to overcome them.
- **Illustrations:** Live demos and detailed case studies.
- **Hands-on:** "Get your hands dirty" with a revealing Excel-based exercise, bringing a predictive model to life and seeing it improve before your eyes.

### System requirements to view this online training program:

- High-speed Internet connection
- Adobe Flash Player 9 installed

*You will receive access to the online training program by way of an email sent within two business days of registration. (please check your SPAM folder if you do not see the message within two business days)*

### Knowledge Level

No background in statistics or modeling is required. The only specific knowledge assumed for this training program is moderate experience with Microsoft Excel or equivalent.

**To get more information or to register for this course, go to:**  
**[www.predictiveanalyticsworld.com/boston/2013/intro\\_online\\_workshop.php](http://www.predictiveanalyticsworld.com/boston/2013/intro_online_workshop.php)**



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## Michael Berry

Business Intelligence Director  
TripAdvisor

Michael Berry is co-author of some of the most widely read and respected books on data mining including Data Mining Techniques for Marketing, Sales, and Customer Relationship Management which is now in its third edition. These best sellers in the field have been translated into many languages. Michael is an active practitioner of data mining. His books reflect many years of practical, hands-on experience down in the data mines. Michael is Director of Analytics at Tripadvisor for Business, the B2B side of Tripadvisor, the world's largest travel-related web site. Prior to joining Tripadvisor, he spent many years as a data mining consultant and educator.

**Keynote: Big Data Changes Everything? Not Really.**



## Saum Mather

Global CIO, HP Software  
Hewlett-Packard

Saum Mathur is CIO of HP Software for Hewlett-Packard Company (HP). He has overall responsibility for application development and support, customer service and technology innovations and solutions to complement HP Software solution offerings. Saum also has enterprise-wide responsibility for defining and managing deployment of the HP global business intelligence strategy, enterprise architecture, data services, analytics platforms, and related technologies.

Before joining HP, Saum worked with CGI consulting, Deloitte and Touche Consulting, Alcatel, and SPAR Aerospace. Early in his career, he specialized in safety-critical software engineering, software engineering process improvement, software quality management, aerospace engineering, and robotics.

Saum holds a Masters in engineering from McGill University in Canada and an undergraduate degree from Marine Engineering and Research Institute in India.

**Keynote: Using Analytics to Power the New Style of IT**



## Eric Siegel, Ph.D.

Founding Chair  
Predictive Analytics World

The president of Prediction Impact, Inc., author of the acclaimed book, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, Executive Editor of the Predictive Analytics Times, and the founder of Predictive Analytics World and Text Analytics World, Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University, where he won the engineering school's award for teaching, including graduate-level courses in machine learning and intelligent systems - the academic terms for predictive analytics. After Columbia, Dr. Siegel co-founded two software companies for customer profiling and data mining, and then started Prediction Impact in 2003, providing predictive analytics services and training to mid-tier through Fortune 100 companies.

Dr. Siegel is the instructor of the acclaimed training program, Predictive Analytics for Business, Marketing and Web, and the online version, Predictive Analytics Applied. He has published over 20 papers and articles in data mining research and computer science education and has served on 10 conference program committees.

**Keynote: The Prediction Effect, the Data Effect, and the Persuasion Effect**



## Dr. John Elder

CEO & Founder  
Elder Research, Inc.

Dr. John Elder heads the US's leading data mining consulting team -- with offices in Charlottesville Virginia, Washington DC, Baltimore Maryland, and Manhasset New York. Founded in 1995, Elder Research ([www.datamininglab.com](http://www.datamininglab.com)) focuses on investment, commercial and security applications of advanced analytics, including text mining, credit scoring, image recognition, process optimization, cross-selling, drug efficacy, market timing, and fraud detection.

John obtained a BS and MEE in Electrical Engineering from Rice University, and a PhD in Systems Engineering from the University of Virginia, where he's an adjunct professor teaching Optimization or Data Mining. Prior to 18 years at ERI, he spent 5 years in aerospace defense consulting, 4 heading research at an investment management firm, and 2 in Rice's Computational & Applied Mathematics department.

Dr. Elder has authored innovative data mining tools, is a frequent keynote speaker, and was co-chair of the 2009 Knowledge Discovery and Data Mining conference, in Paris. John was honored to serve for 5 years on a panel appointed by President Bush to guide technology for National Security. His book with Bob Nisbet and Gary Miner, *Handbook of Statistical Analysis & Data Mining Applications*, won the PROSE award for Mathematics in 2009. His book with Giovanni Seni, *Ensemble Methods in Data Mining*, was published in February 2010, and his book on *Practical Text Mining*, with Andrew Fast and 4 others, won the 2012 PROSE Award for top book in Computing and Information Sciences.

John is honored to be a follower of Christ and father of 5.

**Special Plenary Session: General Lessons  
We Can Learn from Blackbox Trading**



## Karl Rexer

President  
Rexer Analytics

Karl Rexer founded Rexer Analytics, a Boston-based analytic consulting firm, in 2002. He and his teams have delivered analytic solutions to dozens of companies. Solutions include fraud detection, customer attrition analysis and prediction, advertisement abandonment prediction, direct mail targeting, market basket analysis and survey research. Karl is a leader in the field of applied data mining. He has served on the organizing committees of several international conferences; is on the Board of Directors of Oracle's Business Intelligence, Warehousing, & Analytics (BIWA) Special Interest Group; has served on IBM's Customer Advisory Board; is an Industry Advisor for Babson College's Business Analytics program; and is in the #1 position on LinkedIn's list of Top Predictive Analytics Professionals. Rexer Analytics conducts and freely distributes the widely read Data Miner Survey. The survey has been written about and cited in over 12 languages.

**Special Plenary Session: Industry Trends:  
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$$Y = (d) X + b$$

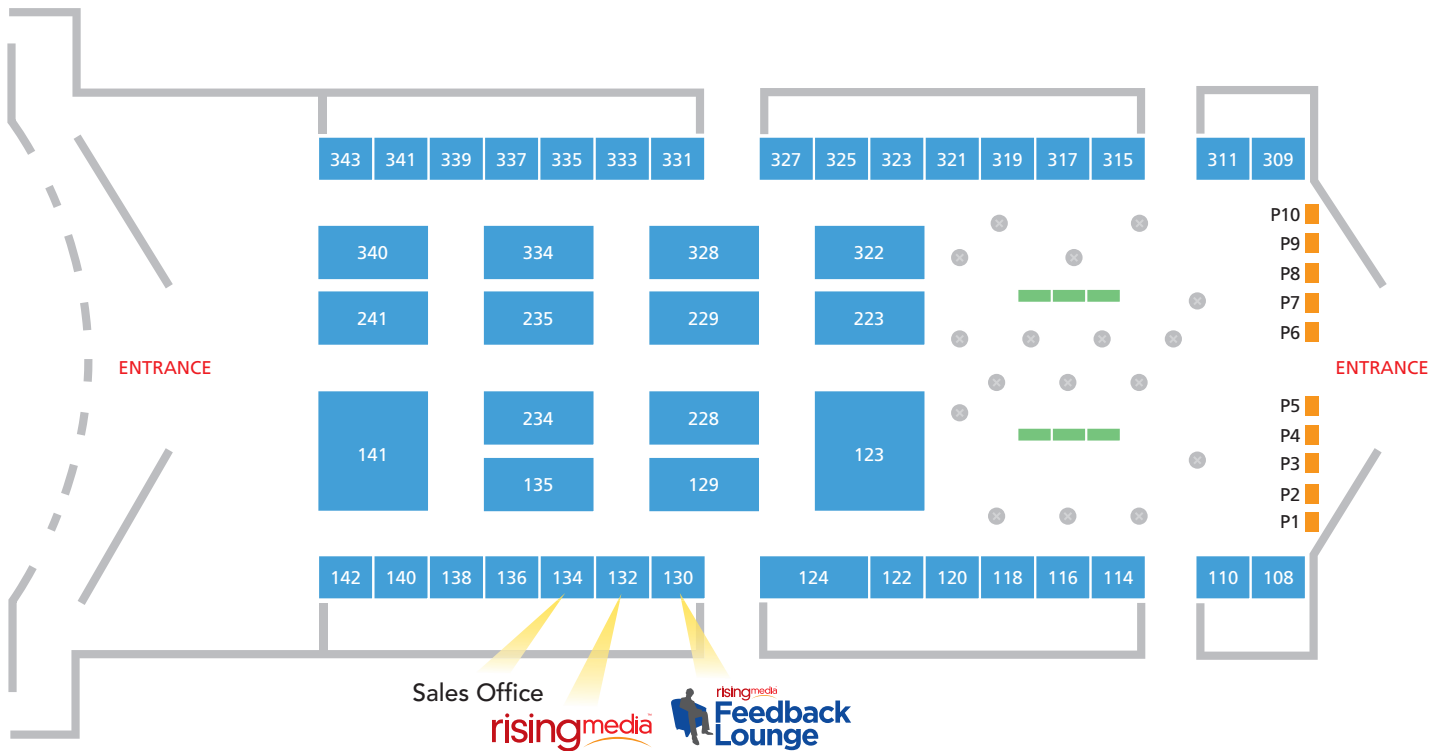
We look forward to seeing you at the event where we'll be discussing how you can leverage "Intelligent Analytics" to drive business results.

**ABOUT ABSOLUTDATA**

Absolutdata is a global leader in applying analytics to drive sales and increase profitability for its customers. Absolutdata has built strong expertise and traction with Fortune 1000 companies across 40 countries. The company specializes in big data, high-end business analytics, predictive modeling, research, reporting and data management solutions. The company is investing in emerging areas such as big data, social and social media analytics. It currently employs over 100 professionals across all its offices.

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## Shared Data Driven Business Week Exhibit Hall



Absolutdata Technologies, Inc.	229
Deloitte Global Services	235
Foresee	123
IIA	337
INFORMS	343
Miner 3D	321
Predixion Software	328
QueBIT Consulting	P7
StatSoft	141
TIBCO Spotfire Division	340
Tiger Analytics	341
Turing Data LLC	P2
UC San Diego Extension	335
University of California, Irvine Extension	319

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About Deloitte's Analytics Approach

An organization's data is full of potential. Stored throughout the business, it has a wealth of possibilities. Leading businesses recognize that a better understanding of data (particularly as a predictor of the future or as an identifier of existing issues) can create new opportunities and make a significant difference to managing performance. Analytics is, in our opinion, the natural evolution of business intelligence processes, tools and technologies. While business intelligence focuses on historical analysis, analytics builds upon this set of technologies and techniques to re-focus on the future; helping predict future trends, opportunities and threats.

Deloitte's deep industry expertise and advanced analytics capability can help decision-makers to maximize the value of their data. By looking at an organization from the inside out we can turn everyday information into useful and actionable insights. Deloitte is one of the world's leading professional services firms, providing audit, tax, consulting, and financial advisory to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 140 countries, we bring world-class capabilities and deep local expertise to help clients succeed wherever they operate. Our 170,000 professionals are committed to becoming the standard of excellence.

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AbsolutData, is a global leader in applying analytics to drive sales and increase profits for its customers. AbsolutData has built strong traction with Fortune 1000 companies across 40 countries. The company specializes in big data, high end business analytics, predictive modeling, reporting and data management services. These services provide significant value to clients by helping them optimize marketing spends, undertake targeted marketing, and using customer relationship analytics to achieve superior retention and cross sell.

The company is investing in emerging areas such as big data, web and social media analytics. It currently employs 275 professionals across offices in San Francisco, Los Angeles, New York, Chicago and Gurgaon.



[www.tibco.com](http://www.tibco.com)

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TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise, or as part of cloud computing environments.

TIBCO Spotfire® is the company's enterprise-class, hybrid-in-memory analytics platform that enables users to instantly visualize data so they can discover actionable insights.

Spotfire's intuitive dashboards and highly-interactive analytic apps provide an astonishingly fast and flexible environment for all users within an enterprise to quickly uncover trends, patterns, outliers and unanticipated relationships hidden in data.



[www.statsoft.com](http://www.statsoft.com)

**Booth: 141**

StatSoft, Inc., founded in 1984, is one of the largest producers of enterprise and desktop software solutions for Data Analysis, Data Mining, Quality Improvement, and Web-enabled Analytics. Its products are used worldwide at most major corporations, universities, and government agencies and are supported with

training and consulting services by 30 international offices. STATISTICA Enterprise™ is a highly scalable, web-enabled platform used by a variety of industries in mission-critical applications wherever predictive modeling helps increase productivity, control risk, reduce waste, protect the environment, and streamline operations. StatSoft's STATISTICA platform has enjoyed an unprecedented record of recognition from reviewers for more than two decades and has won all major independent user surveys. These independent ratings show that, while easier to use and more cost-effective than its competitors, StatSoft's scalable analytics platform ensures success for its users through unmatched performance, uncompromising attention to detail, and overall quality.

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We at Miner3D develop software for true 3D data visualization and provide a solution for complex multi-dimensional data analysis needs. Our software helps users in business or science

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**Booth: 328**

Predixion Software is a disruptive predictive analytics software company with a unique focus on the development of portable predictive applications that deliver the “last mile” of analytics – the deployment of powerful predictions to the people who need to act upon them. Predixion offers an easy-to-deploy, self-service predictive analytics solution that allows customers to unlock deep insights within their data with technology that integrates with leading business intelligence platforms, business applications and clinical systems.



[www.tigeranalytics.com](http://www.tigeranalytics.com)

**Booth: 341**

Tiger Analytics is a boutique consulting company focusing on data analytics and predictive modeling in areas such as retail, supply chain, manufacturing, social media, and online advertising. Through our understanding of businesses, coupled with expertise in advanced quantitative frameworks and state-of-the-art technologies, we help our clients take decisions in a scientific manner. We are a strong team of data scientists and business consultants with in-depth knowledge and experience in solving data related problems.



[www.extension.uci.edu/pa](http://www.extension.uci.edu/pa)

**Booth: 319**

University of California, Irvine Extension offers an online Predictive Analytics Certificate Program presented in partnership with Predictive Analytics World. The curriculum focuses on developing a comprehensive understanding of the creation and utilization of Predictive Analytics models by defining business goals, preparing data, developing and verifying a model, then deploying and refining it. To receive the certificate, students must complete five required and three online elective courses. For more information, please visit [www.extension.uci.edu/pa](http://www.extension.uci.edu/pa).

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**Booth: 335**

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**Booth: P2**

The availability of Big Data from a variety of data sources give new opportunities to companies in predictive analytics space enabling them to act proactively and more accurately. Existing predictive analytical tools are considered very complex and expensive by the current infrastructure of a company.

Turing Data platform provides predictive tools based on data mining and machine learning techniques. They are able to help existing company's IT personnel with low expertise in data analytics to ease application of these techniques dedicated to the financial/insurance sector.

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[www.IDMA.org](http://www.IDMA.org)

The Insurance Data Management Association, Inc. (IDMA) is an independent, non-profit, professional association dedicated to increasing the level of professionalism, knowledge, and visibility of insurance data management through education, research, and peer-to-peer networking.



[www.iianalytics.com](http://www.iianalytics.com)

**Booth: 337**

The International Institute for Analytics (IIA) is dedicated to the advancement of analytics in everyday business practices. Under the direction of Tom Davenport, IIA brings together the world's leading analytics practitioners and researchers to provide unique insights to both business and IT leaders on the most current research findings and industry best practices.



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The Institute for Operations Research and the Management Sciences (INFORMS) is the largest professional society in the world for those in the fields of operations research (O.R.), management science, and business analytics. INFORMS serves the professional needs of Operations Researchers and Analytics Professionals including educators, scientists, students, managers, analysts, and consultants with such products and services as certification,

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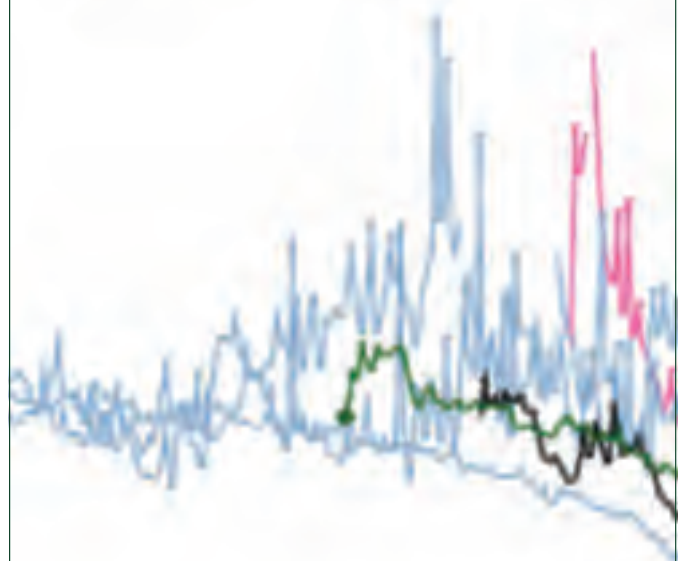


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