



30 NOV - 1 DEC, 2011
BUSINESS DESIGN CENTRE
LONDON, UK

part of



Conference Preview



www.predictiveanalyticsworld.com/london

KEYNOTE SPEAKERS



John F. Elder
CEO and Founder,
Elder Research, Inc.



Eric Siegel
Conference Chair
Predictive Analytics World

Dear Analytical Innovators and Practitioners,

I invite you to join us for Predictive Analytics World, the business-focused event, loaded with predictive analytics case studies, expertise and resources. This conference brings professionals and experts together in order to keep predictive analytics deployment moving forward, strengthening the impact it delivers and establishing new opportunities.

Predictive Analytics World is the leading cross-vendor, cross-industry event, delivering sessions from verticals such as e-commerce, finance, healthcare, retail, and telecoms.

Returning to the UK for its second year, PAW's 2011 London programme features over 20 speakers from 8 countries so you can witness how predictive analytics is applied across the globe by Bank of America, Barclays, BBC, The Economist, ENERGEX, GlaxoSmithKline, Hewlett Packard, ING Belgium, JustGiving, Lloyds TSB General Insurance, Netto Bank, Otto Group, Paychex, The Royal Bank of Scotland, United Group Holdings, U.S. Bank, Yahoo! plus special examples from U.S. government agencies DoD, DHS and SSA.

PAW's agenda covers hot topics and advanced methods such as churn modelling, demand forecasting with predictive models, discovery of technology trends, financial services, human resource retention, non-profit fundraising, online ad optimisation, pharmaceutical applications, project management for analytics, risk management, social data, supply chain management, text analytics, uplift modelling (net lift), and other innovative applications that benefit organisations in new and creative ways.

Join PAW and access our premier keynotes, sessions, post-conference workshop, exposition, expert panel, live demos, networking coffee breaks, and reception.



Eric Siegel, Ph.D.
Programme Chair
Predictive Analytics World



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 organisation, 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: pawcon.com/guide

DAY 1: Wednesday 30 November, 2011	
8:30am-9:00am	Registration & Coffee
9:00am-9:45am	Keynote: Persuasion by the Numbers: Optimise Marketing Influence by Predicting It Eric Siegel, Ph.D., Programme Chair, Predictive Analytics World
9:45am-10:05am	Diamond Sponsor Presentation
10:05am-10:35am	Refreshment Break
	Customer Retention with Churn Modelling
10:35am-10:55am	Case Study: Paychex Inc. Combat Client Churn with Predictive Analytics Frank Firoelli, Director, Paychex Inc.
	Human Resource Retention
11:00am-11:20am	Case Study: Hewlett Packard Attrition Driver Analysis Anindya Dey, Analytics Consultant, Hewlett Packard & Gitali Halder, Analytics Programme Manager, Hewlett Packard
	Special Featured Session
11:25am-12:10pm	Case Study: ING Belgium Successes and Lessons in a Five-Year Growth Path in Predictive Analytics Geert Verstraeten, Partner, Python Predictions & Pieter Dyserinck, Head of Business Analysts, ING
12:10pm-12:20pm	Platinum Sponsor Presentation: Deloitte
12:20pm-1:25pm	Lunch
	Track 1 - Online Ad Optimisation
	Track 2 - Financial Services
1:25pm-1:45pm	Case Study: Yahoo! How to Deliver 180% ROI on the Online Display Ad Spending Liwei Ma, Senior Director, Analytics and Insights Big Fish Games Inc.
	Case Study: The Royal Bank of Scotland The Royal Bank of Scotland Banking value from the long tail Gaurav Gaur, Director, Product Management
	Track 1 - Nonprofit Fundraising
	Track 2 - Financial Services
1:50pm-2:10pm	Case Study: JustGiving Analytics at JustGiving - Using Data to Unlock and Increase Individual Generosity Mike Bugembe, Head of Analytics, JustGiving
	Case Study: Barclays TBA Giles Richardson, Head of Personalisation, Barclays
2:10pm-2:30pm	Session Break
	Track 1 - Demand Forecasting
	Track 2 - Customer Insights
2:30pm-2:50pm	Case Study: OTTO Inventory Improvement with Predictive Analytics at the World's 2nd Largest Online Retailer OTTO Michael Sinn, VP Buying Division, OTTO
	Case Study: The Economist & Netto Bank New Directions in Customer Intelligence Rosario Silipo, Data Mining Consultant & Phil Winters, Managing Senior Partner, CIAgenda
	Track 1 - Demand Forecasting
	Track 2 - Social Data; Financial Services
2:55pm-3:15pm	Case Study: ENERGEX Spatially Simulating Electricity Demand Growth Jared McKee, Customer Integration Specialist, Energen
	Case Study: Bank of America How Do Peers Evaluate Peer-to-Peer Lending? Aaron Lai, Senior Manager of Marketing Analytics, Blue Shield of California
3:15pm-3:50pm	Refreshment Break

DAY 1: Wednesday 30 November, 2011 *continued*

	Track 1 - Pharmaceutical	Track 2 - Social Data; Text Analytics
3:50pm-4:10pm	Case Study: GlaxoSmithKline Predictive Analytic Patient Recruitment and Drug Supply Modelling in Clinical Trials Vladimir Anisimov, Senior Director, GlaxoSmithKline	Case Study: BBC Data Mining for Social Moderation Mark Tabladillo, Mentor, SolidQ & Francisco Gonzalez, Mentor, SolidQ
	Lab Session	
4:10pm-5:10pm	Break & Sponsored Lab Session: Topical Live Software Demonstration	
	Track 1 - Financial Services	Track 2 - Text Analytics
5:10-5:30pm	Crisis? What Crisis? Use of Predictive Analytics in Fixed Income Mortgage Modelling John Christiansen, Director, Menelaus Analytics Ltd.	It's 8.00AM: Do You Know Where Your Data Is? Nick Patience, Research Director, Information Management, The 451 Group
5:30pm-8:00pm	Reception followed by Data Driven Business Week Awards Ceremony	

DAY 2: Thursday 1 December, 2011

8:30am-9:00am	Registration & Coffee
9:00am-9:45am	Keynote: Multiple Case Studies: U.S. DoD, U.S. DHS, SSA. Text Mining: Lessons Learned John Elder, Ph.D., Elder Research, Inc.
9:45am-10:05am	Diamond Sponsor Presentation
10:05am-10:10am	Gold Sponsor Presentation
10:10am-10:35am	Refreshment Break
	Risk Modelling
10:35am-10:55am	Case Study: Creditors Rethinking Analytic Solutions: Modelling Catastrophic Risk Shajy Mathai, CTO, OpenRisk LLC
11:00am-11:20am	Sponsored Lab Session
11:25am-12:10pm	Expert Panel: Wise Enterprise: Best Practices for Managing Predictive Analytics
12:10pm-12:15pm	Gold Sponsor Presentation
12:15pm-1:30pm	Lunch
	Special Featured Session: Uplift Modelling
1:30pm-2:15pm	Case Study: Lloyds TSB and US Bank Uplift Modelling: You Should Not Only Measure But Model Incremental Response Nicholas Radcliffe, Founder & Director, Stochastic Solutions
2:15pm-2:20pm	Gold Sponsor Presentation
2:20pm-3:00pm	Session Break

DAY 2: Thursday 1 December, 2011 *continued*

	Project Management for Analytics
3:00pm-3:20pm	<p>A Proposed Methodology for Integration of Predictive Analytics in Organisations Uros Bole, Principal, Pikarp d.o.o. & Jure Zabkar, PhD, AI Lab, University of Ljubljana</p>
	Discovery of Technology Trends
3:25pm-3:45pm	<p>The Science of Science: Technical Opportunity Discovery Model-driven Analytics System Hanmin Jung, Chief Researcher Korea Institute of Science and Technology Information</p>
3:45pm-4:15pm	Refreshment Break
	Customer Retention; B2B
4:15pm-4:35pm	<p>Case Study: Hewlett-Packard Churn/Threat Prediction Analysis in B2B by Value Movement Analysis Subhamitra Chatterjee, Marketing Analyst, Hewlett-Packard & Dwipashray Niyogi, Analytics Consultant, Hewlett-Packard</p>
	Supply Chain Management
4:40pm-5:00pm	<p>Case Study: United Group Holdings Value Proposition Segmentation (VPS) Method Amjad Zaim, CEO, Cognitro Analytics</p>

Post-Conference Workshop: Friday 2 December, 2011

Full-day Workshop
**The Best and the Worst of Predictive Analytics:
 Predictive Modelling Methods and Common Data Mining Mistakes**
 John Elder, Ph.D., CEO and Founder, Elder Research, Inc.

Day 1: Wednesday, 30 November, 2011

Exhibit Hall Open 12:30pm to 5:30pm

8:30am-9:00am

Registration & Coffee

9:00am-9:45am

Keynote: Persuasion by the Numbers: Optimise Marketing Influence by Predicting It Speaker: Eric Siegel, Ph.D., Programme Chair, Predictive Analytics World

Data driven marketing decisions are meant to maximise impact – right? Well, the only way to optimise marketing influence is to predict it. The analytical method to do this is called uplift modelling. This is a completely different animal from what most models predict: customer behaviour. Instead, uplift models predict the influence on customer behaviour gained by choosing one marketing action over another. The good news is case studies show ROI going where it has never gone before. The bad news? You need a control set... But you should have been using one anyway! The crazy part is that “marketing influence” can never be observed for any one customer, since it literally involves the inner workings of the customer’s central nervous system. If influence can’t be observed, how can we possibly model and predict it?

9:45am-10:05am

Diamond Sponsor Presentation

10:05am-10:35am

Refreshment Break

10:35am-10:55am

Customer Retention with Churn Modelling

Case Study: Paychex Inc. Combat Client Churn with Predictive Analytics

Speaker: Frank Fiorille, Director, Paychex Inc.

In economic conditions such as these, it is critical for businesses to have a stronghold on their client retention efforts. Historically, it has been shown that businesses that excel in this arena are often better positioned for long-term success and possess a competitive advantage. To optimise the value of retained customers it’s essential to understand which clients are a fit for retention campaigns so that the loss of time and resources is minimised. In this session, we will review how Paychex leveraged two existing models, Paychex Attrition Model and a custom built Lifetime Value Model, to create a Retention Tracking

System (RTS). Since being deployed across the entire branch network, the Retention Tracking System has become an invaluable resource as offices nation-wide strive to meet, and exceed, their retention goals.

11:00am-11:20am

Human Resource Retention

Case Study: Hewlett Packard Attrition Driver Analysis

Speakers: Anindya Dey, Analytics Consultant,
Hewlett Packard
Gitali Halder, Analytics Programme Manager,
Hewlett Packard

Attrition is a very common issue with most organisations as the cost incurred by organisations is usually quite high. In a normal scenario, it’s hard for an organisation to understand which of its employees are most likely to attrite. But an early warning may help organisations build strategies to retain more people which will help to reduce cost and maintain continuity in their businesses. The objective of this project is to find out the drivers of attrition and use them to compute probability of attrition for each employee of an organisation or part of the organisation using a predictive model.

11:25am-12:10pm

Special Featured Session

Case Study: ING Belgium Successes and lessons in a five-year growth path in Predictive Analytics

Speakers: Pieter Dyserinck, Head of Business Analysts,
ING Belgium
Geert Verstraeten, Partner, Python Predictions

This session will cover ING Belgium’s journey towards becoming a convinced user of Predictive Analytics. While the first successes were well received by a small group of early adopters, they remained sporadic, and the impact of analytics on ING’s communication policy was limited. This presentation will illustrate which major - organisational and analytical - developments influenced the usage of Predictive Analytics throughout the organisation, and eventually the success of this business unit. As a result, nowadays, predictive models are the main engine of automated campaigns towards a large variety of target audiences and channels. We present the evolution from initial model developments to industrialisation of model development and model scoring, automated monitoring and finally optimisation. From a non-technical point of view, we emphasise our hits-and-misses in achieving involvement, buy in, and usage of a battery of predictive models. We conclude by presenting some challenges that still remain.

12:10pm-12:20pm

Platinum Sponsor Presentation

12:20pm-1:25pm

Lunch

Room: Expo Hall

1:25pm-1:45pm

Track 1: Online Ad Optimisation

Case Study: Yahoo!

How to Deliver 180% ROI on the Online Display Ad Spending

Speaker: Liwei Ma, Senior Director, Analytics and Insights Big Fish Games Inc.

According to eMarketer, the internet's share of total media spending will continue to rise, from 15 percent in 2010 to 20 percent in 2014 and the growth in display advertising -- banners, rich media, and video will outpace total online ad spending through 2014. The trend indicates greater ad competition and the current weaker and slowly improving economy means more spending pressure, so ability to deliver the strong ROI becomes key success factor for online marketing. In this session, I will introduce the yStrategy which is based on predictive model, customer segmentation, frequency cap and multivariate testing methodologies. This method, named yStrategy, will let you achieve the same online display ad results with only 55% spending.

Track 2: Financial Services

Case Study: The Royal Bank of Scotland Banking value from the long tail

Speaker: Gaurav Gaur, Director, Product Management, The Royal Bank of Scotland

While bankers pay a lot of attention to negotiating the best value from large deals at the top end of the corporate market, it is neither economical nor practical to apply this diligence to the mid-market segment given the large transactional and customer volumes. The Perito rule (80/20) applies everywhere. This results in inferior commercial disciplines and the weakening of the proposition across a large swathe of mid-market banking portfolio.

The "old school" of banking was a simple revenue and volume driven game. New regulatory challenges from ILAA and B3 have increased the divergence between income and value - particularly across customer segments. This suddenly makes the hitherto under-invested areas of banking (such as mid corporate market) very attractive. However, if extracting income from a large volume portfolio was previously difficult, it is now even more difficult to understand where the value pools lie and how to extract them!

This is where predictive analytics comes to the rescue. Gaurav will talk about how by synthesising the "DNA of a banker", analytics can help identify value in a banking portfolio. He will also discuss the challenges of implementing such an approach and the increasing importance of predictive analytics in previously untouched areas of banking.

1:50pm-2:10pm

Track 1: Nonprofit Fundraising

Case Study: JustGiving

Analytics at JustGiving - Using data to unlock and increase individual generosity

Speaker: Mike Bugembe, Head of Analytics, JustGiving

Many organisations encounter the same problem of generating large volumes of valuable data but lacking the ability or time to use it to drive business objectives. JustGiving was no exception, but we are now using data and analytics to enable people and communities to raise extraordinary amounts of money for the causes they care about. This presentation explains how JustGiving is using a strategy based on predictive analytics that is set to take JustGiving's total fundraising for charities from £700 million to one billion pounds and beyond. JustGiving will use predictive models in conjunction with other statistical techniques to analyse our large data repository of past user behaviour. This analysis will allow us to build behaviour profiles of new and existing customers which we can use to predict the likely transactional behaviour, charitable preferences, propensity to give and much more.

Track 2: Financial Services

Case Study: Barclays TBA

Speaker: Giles Richardson, Head of Personalisation, Barclays

Further details coming soon.

2:10pm-2:30pm

Session Break

2:30pm-2:50pm

Track 1: Demand Forecasting

Case Study: OTTO

Inventory improvement with Predictive Analytics at the world's 2nd largest online retailer OTTO

Speaker: Michael Sinn, VP Buying Division, OTTO

Retail organisations face extreme challenges in keeping their stocks as small as possible and at the same time never running out of stock for their customers. Perfect

stock planning reflects real competitive advantage and increases profitability. Otto Group, a multi-channel retailer and the world's 2nd largest online retailer after Amazon, improved its short-, mid- and long-term sales forecasts through predictive analytics software combined with a neuronal network. This presentation shows you how the Otto Group achieved prediction improvements of between 20-60%. It provides insights into how the Otto group raises its customer satisfaction by optimising their inventory throughout the different seasons. The advanced analytics findings enabled Otto to reduce unsold goods at the end of the season to a perfect minimum. Further areas of improvements through predictive analytics are the optimisation of multi-channel ordering forecasts with predictive analytics and an online recommendation engine for targeting.

Track 2: Customer Insights

**Case Study: The Economist & Netto Bank
New Directions in Customer Intelligence**

Speaker: Rosario Silipo, Data Mining Consultant & Phil Winters, Managing Senior Partner, CIAgenda

This session summarises a series of Customer Intelligence projects demonstrating fast and robust techniques to discover new insight about customers' value, behaviour and needs. This goes far beyond simple Recency, Frequency, Total value and demographic segmentation. Examples are purposely drawn from industries where there are not a lot of customer transactional records, such as subscription publishing at The Economist and private banking at Netto Bank, to show how customer intelligence is being created within low customer-transaction BtoC AND BtoB industries.

2:55pm-3:15pm

Track 1: Demand Forecasting

**Case Study: ENERGEX
Spatially Simulating Electricity Demand Growth**

Speaker: Jared McKee, Customer Integration Specialist, Energex

With the help of external resources, ENERGEX developed a spatial simulation which forecasts 20 years of electricity demand growth in South East Queensland, Australia. Techniques such as agent-based urban simulation, machine learning and customer segmentation were employed to forecast over 250 variables to a 400x400m grid level. The spatial simulation developed will likely form part of ENERGEX's next regulatory submission which determines ENERGEX's funding. In this session, Jared will talk more about the modelling approach and how ENERGEX is using the simulation.

Track 2: Social Data; Financial Services

**Case Study: Bank of America
How Do Peers Evaluate Peer-to-Peer Lending?**

Speaker: Aaron Lai, Senior Manager of Marketing Analytics, Blue Shield of California

Is peer-to-peer lending different from the traditional bank-initiated lending? How do the customers/lenders think and act? We used a comprehensive p2p data and found some interesting behavioural and analytical results on social interactions.

3:15pm-3:50pm

Refreshment Break

3:50pm-4:10pm

Track 1: Pharmaceutical

**Case Study: GlaxoSmithKline
Predictive Analytic Patient Recruitment and Drug Supply Modelling in Clinical Trials**

Speaker: Vladimir Anisimov, Senior Director, GlaxoSmithKline

Patient recruitment and drug supply stage is a well-recognised bottleneck for the design and monitoring of clinical trials. A large proportion of trials fail to recruit in time and a huge proportion of drugs is wasted. New analytic methodologies for predictive patient recruitment modelling over time (with mean and confidence bounds) and for risk-based drug supply modelling has been developed. Software tools (using R and RExcel) have been created. Both tools are now implemented for all large Phase III trials and already enabled significant cost savings and benefits in R&D GlaxoSmithKline. We are not aware of similar tools used by other pharma companies.

Track 2: Social Data; Text Analytics

**Case Study: BBC
Data Mining for Social Moderation**

Speaker: Mark Tabladillo, Mentor, SolidQ & Francisco Gonzalez, Mentor, SolidQ

The BBC (the British Broadcasting Company), a known media force in Europe, implemented an in-database data mining solution for their public-facing website. The BBC encourages users to post comments and become part of their social media community. In this project, the BBC needed a way to improve the social moderation of millions of posts on thousands of forums. This presentation covers integration within a leading database platform, and final model results evaluation. We also discuss cost efficiencies. More organisations will use enterprise solutions to handle high-volume social networking.

4:10pm-5:10pm

Break & Sponsored Lab Session

5:10-5:30pm

Track 1: Financial Services

Crisis? What Crisis? Use of Predictive Analytics in Fixed Income Mortgage Modelling

Speaker: John Christiansen, Director, Menelaus Analytics Ltd.

Using data from a variety of sources, it proved possible both to improve upon and, in some cases, contradict the available models of existing legacy players in the ABS and MBS markets and by doing so make illiquid assets liquid again.

Track 2: Text Analytics

It's 8.00AM: Do You Know Where Your Data Is?

Speaker: Nick Patience, Research Director, Information Management, The 451 Group

This presentation will examine the use of text analysis in enabling organisations to gain a holistic view of their business and maintain compliance through the use of information management tools. It will show examples of how organisations have accurately pinpointed data entering and leaving the organisation, built information governance frameworks and blended structured and unstructured data to provide actionable intelligence across the business.

5:30pm-8:00pm

Reception followed by Data Driven Business Week Awards Ceremony

Day 2: Thursday, 1 December, 2011

8:30am-9:00am

Registration & Coffee

9:00am-9:45am

Keynote

Multiple Case Studies: U.S. DoD, U.S. DHS, SSA. Text Mining: Lessons Learned

Speaker: John Elder, Ph.D., Elder Research, Inc.

Text Mining is the "Wild West" of data mining and predictive analytics - the potential for gain is huge, the capability claims are often tall tales, and the "land rush"

for leadership is very much a race. In solving unstructured (text) analysis challenges, we found that principles from inductive modelling - learning relationships from labeled cases - has great power to enhance text mining. Dr. Elder will highlight key technical breakthroughs discovered while working on projects for leading government agencies, including :

- Prioritising searches for the Dept. of Homeland Security
- Quick decisions for Social Security Admin. disability
- Document discovery for the Dept. of Defense
- Disease discovery for the Dept. of Homeland Security
- Risk profiling for the Dept. of Defense

9:45am-10:05am

Diamond Sponsor Presentation

10:05am-10:10am

Gold Sponsor Presentation

10:10am-10:35am

Refreshment Break

10:35am-10:55am

Risk Modelling

Case Study: Creditors

Rethinking Analytic Solutions: Modelling Catastrophic Risk

Speaker: Shajy Mathai, CTO, OpenRisk LLC

Expanding capabilities for in-database analytics, coupled with growing penetration of analytic appliances into the enterprise data warehousing landscape, pose new opportunities and challenges for practitioners, as well as implications for synergies between analytics and IT. As business enterprises accelerate their move towards advanced analytics for competitive advantage, the analytic environment is evolving to become more responsive to the growing needs for business information and solution implementation. Drawing from a case study in catastrophic risk modelling for the insurance industry, we present an approach to analytical solutions architecture designed to fully leverage in-database analytics technology for greater business value.

11:00am-11:20am

Sponsored Lab Session

11:25am-12:10pm

Expert Panel: Wise Enterprise: Best Practices for Managing Predictive Analytics

Your company is trigger-happy for predictive analytics, and there's plenty of excitement, momentum and public case studies fueling the flames. Are you destined for

success or disappointment? Is it a sure-fire win to gain buy-in for a promising analytics initiative, equip your most talented practitioners with a leading solution, and pull the trigger?

This panel of leading experts will address the holistic view. What are the most poignant and telling failures in the repertoire, and where is the remedy? Beyond the management of individual analytics projects, what enterprise-wide communication processes and other best processes provide best security against project pitfalls? Stay tuned for big answers to these big questions.

12:10pm-12:15pm

Gold Sponsor Presentation

12:15pm-1:30pm

Lunch / Exhibits

Room: Expo Hall

1:30pm-2:15pm

Special Featured Session: Uplift Modelling

Case Study: Lloyds TSB and US Bank

Uplift Modelling: You Should Not Only

Measure But Model Incremental Response

Speaker: Nicholas Radcliffe, Founder & Director, Stochastic Solutions

Most marketing analysts understand that measuring the impact of a marketing campaign requires a valid control group so that uplift (incremental response) can be reported. However, it is much less widely understood that the targeting models used almost everywhere do not attempt to optimise that incremental measure. That requires an uplift model.

This session will build on Eric Seigel's Keynote, diving deeper into why a switch to uplift modelling is needed, illustrating what can and does go wrong when they are not used and showing the hugely positive impact they can have when used effectively. It will go on to explain how uplift models can actually be built and assessed.

The talk will use Lloyds TSB and US Bank as a case studies and also illustrate real-world results from other companies and sectors.

2:15pm-2:20pm

Gold Sponsor Presentation

2:20pm-3:00pm

Session Break

3:00pm-3:20pm

Project Management for Analytics

A Proposed Methodology for Integration of Predictive Analytics in Organisations

Speaker: Uros Bole, Principal, Pikarp d.o.o. & Jure Zabkar, PhD, AI Lab, University of Ljubljana

Stakeholders required a standard process around predictive analytics (PA) initiatives in order to ascertain what could be done with PA and how PA relates and how it is relevant to their business. We present a new, tested standard, InterActive8, which reflects that PA integration goes qualitatively beyond merely successfully completing the hands-on portion of a PA project. This standardised process builds on the "Plan, Do, Study, Act" (PDSA) cycle proposed by statisticians Shewhart and Deming, which had tremendous impact on the "continuous improvement" movement of recent decades. InterActive8 focuses on problem-solving action (business relevance), interdisciplinary dialogue between analysis and action, and managing organisational complexities around value longevity that arise, for example, upon changes in business sponsorship, and inertia against entailed operational changes.

3:25pm-3:45pm

Discovery of Technology Trends

The Science of Science: Technical Opportunity Discovery Model-driven Analytics System

Speaker: Hanmin Jung, Chief Researcher, Korea Institute of Science and Technology Information

This presentation shows how we developed an analytics system which is able to determine current and future stages in a given technology lifecycle using our technical opportunity discovery (TOD) model. The TOD model-driven system named InSciTe Advanced aims to support systemic decision-making processes, especially focused on R&D strategy planning. It combines text mining and Semantic Web technologies to facilitate extraction of technical terms and their relations and furthermore interoperable integration of heterogeneous literatures. InSciTe Advanced provides multi-target solution functions to find emerging technologies in all science and technology areas and single target solution to show multi-faceted related information for each technology. After developing internal service for tens of millions of scientific journal papers and patents, it has recently been applied to the Defense Agency for Technology and Quality (DTaQ) of Korea to analyse millions of defence documents and to generate technology summary reports automatically.

3:45pm-4:15pm

Refreshment Break

4:15pm-4:35pm

Customer Retention; B2B

Case Study: Hewlett-Packard Churn/Threat Prediction Analysis in B2B by Value Movement Analysis

Speaker: Subhamitra Chatterjee, Marketing Analyst,
Hewlett-Packard & Dwipashray Niyogi, Analytics
Consultant, Hewlett-Packard

Identify how valuable an account is to HP and what is the propensity of that account to purchase HP's offerings. To overcome the challenges of data paucity and lack of application of standard industry analyses – we assign an RFM score to each account across multiple, successive time periods. This predicts the score of the account and subsequent categorisation into – Valuable, Churn, Growth – and can therefore be used to prioritise account focus and resultant sales-force action. The score and account categorisation is validated across time by referring to live data and the model is refreshed/refined based on past prediction errors

4:40pm-5:00pm

Supply Chain Management

Case Study: United Group Holdings Value Proposition Segmentation (VPS) Method

Speaker: Amjad Zaim, CEO, Cognitro Analytics

In today's competitive market, effective management of customer relations lies in the ability to optimise the dual creation of firm (shareholder) and customer value. Accordingly, the challenge for many companies is to be able to understand and differentiate heterogeneous customers by their needs to deliver the winning value proposition profitably. Our proposed VPS model addresses the basic managerial concern of balancing relationships from both the seller's (customer loyalty) and the buyer's (customer benefit), by considering both the service provider's financial performance (i.e. customer value to the firm) and the value customers receive from the provider's offerings (i.e. customer benefit).

Friday, 2 December, 2011

Full-day Workshop

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



Instructor: John Elder, Ph.D.,
Chief Scientist,
Elder Research, Inc.

*A free copy of John Elder's book *Statistical Analysis and Data Mining Applications* is included.*

Intended Audience:

Interested in the true nuts and bolts

Knowledge Level:

Familiar with the basics of predictive modelling.

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

Workshop Description

Predictive analytics has proven capable of enormous returns across industries – but, with so many core methods for predictive modelling, 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 modelling. 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 modelling 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 disaster.

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



Vladimir Anisimov
Senior Director,
GlaxoSmithKline

Vladimir joined GSK in 2002 and has been working mainly in the area of stochastic modelling of clinical trials. He led the development and implementation at GSK of the innovative predictive patient recruitment and risk-based drug supply analytic modelling tools. He was born in Kiev, Ukraine, and received MS, PhD and ScD (Hab.Dr.) degrees in the field of Probability Theory & Mathematical Statistics from Kiev National University. He established the Applied Statistics Department at the Faculty of Cybernetics, and served as Full Professor and Head of Department in Kiev University for more than 20 years. He also published about 200 papers, 3 monographs and several books in the area of stochastic models, applied probability and statistics, queueing and reliability models, asymptotic analysis, supervised 24 Ph.D. theses. He has also been elected member of the National Academy of Sciences in Ukraine, is a member of several International Societies, and has supervised numerous industrial projects and some EU projects.

Predictive Analytic Patient Recruitment and Drug Supply Modelling in Clinical Trials



Uros Bole,
Principal,
Pikarp d.o.o.

Uros Bole has a business background (MBA and various leadership positions in the engineering, retail, education and manufacturing industries). He became passionate about issues relating to the integration of predictive analytics in organisations after joining a startup predictive analytics consultancy in 2006. Through his involvement in PA projects in the metallurgy, retail and entertainment industries he sensed that a major obstacle to wider acceptance of PA in organisations is the difference in the way of seeing problems, solutions and communicating the ideas involved between business and analytics people. In 2008 he started a Ph.D. at Jozefa Stefana International Postgraduate School with the aim of proposing a methodology which would facilitate the integration of PA in organisations.

A Proposed Methodology for Integration of Predictive Analytics in Organisations



Mike Bugembe,
Head of Analytics,
JustGiving

Mike is the head of business analytics at JustGiving.com, the UK's largest online fundraising platform. He joined JustGiving in May 2010 to spearhead some exciting data mining and business intelligence

initiatives in the world of fundraiser analytics. He has a wealth of experience in information management, statistical analysis and the strategic implementation of management information solutions.

Previously, Mike worked as a consultant and has delivered statistical models, business intelligence strategies and solutions across a wide variety of industries, ranging from online retail through to the glamorous world of diamonds with the mining group De Beers - where he was the head of business intelligence.

He holds an MBA from Cranfield School of Management and a degree in Electronic Engineering.

Analytics at JustGiving - Using Data to Unlock and Increase Individual Generosity



Subhamitra Chatterjee,
Marketing Analyst,
Hewlett-Packard

Subhamitra Chatterjee is a Marketing Analyst at Hewlett-Packard with 11 months work experience. He holds a Masters degree in Economics from Jadavpur University, Kolkata, India.

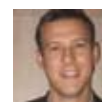
Churn/Threat Prediction Analysis in B2B by Value Movement Analysis



Anindya Dey,
Analytics Consultant - GBS Analytics,
Hewlett-Packard

Anindya Sankar Dey is currently an Analytics Consultant in GBS Analytics, Hewlett-Packard. He has about 2 years of experience in data mining and modelling techniques. Prior to Hewlett-Packard he finished his Master Of Statistics from Indian Statistical Institute. His work has previously been showcased at PAW San Francisco 2011 as well as other international conferences.

Case Study: Attrition Driver Analysis



Pieter Dyserinck,
Head of Business Analysts,
ING Belgium

Pieter Dyserinck is Head of Marketing Intelligence Business Analysts at ING Belgium and leads a team of six analytical experts focusing on analysing customer behaviour. Pieter joined ING Belgium in 2002 as a Customer Intelligence Analyst. He previously obtained a Masters in Applied Economics and a Masters in Marketing Analysis at Ghent University - Belgium. ING Belgium is Belgium's fourth largest Retail bank with a clear focus on servicing their customers via direct channels. They have a customer base of 2.2 Mio private

individuals and a market share of 13%.

Case Study: Successes and Lessons in a Five-Year Growth Path in Predictive Analytics



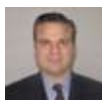
John F. Elder IV, Ph.D.,
Chief Scientist,
Elder Research, Inc.

Dr. John Elder heads a data mining consulting team with offices in Charlottesville Virginia, Washington DC, Mountain View California, and Manhasset New York (www.datamininglab.com). Founded in 1995, Elder Research, Inc. focuses on investment, commercial and security applications of advanced analytics, including text mining, forecasting, stock selection, image recognition, process optimisation, cross-selling, biometrics, drug efficacy, credit scoring, 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 15 years at ERI, he spent 5 years in aerospace defence consulting, 4 heading research at an investment management firm, and 2 in Rice University'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's courses on analysis techniques -- taught at dozens of universities, companies, and government labs -- are noted for their clarity and effectiveness. Dr. Elder was honoured to serve for 5 years on a panel appointed by the President 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: Improving Accuracy through Combining Predictions, was published in February 2010.

Keynote: Text Mining: Lessons Learned



Frank Fiorille,
Director of Risk Management,
Paychex, Inc.

Frank is the Director of Risk Management at Paychex, a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. Fiorille has over 20 years experience in risk management and credit and joined Paychex in 2002 to lead the company's initiative to build an enterprise wide risk apparatus.

Before joining Paychex he spent four years with PNC Financial working in their Corporate Credit Policy area.

Prior to his work with PNC, he spent twelve years with Citigroup holding various risk management and credit roles. He is a graduate of the inaugural 2007 class at the Wharton Business School at the University of Pennsylvania advanced risk management programme.

He was named as one of the 100 Most Influential People in Finance-Treasury & Risk Magazine in 2008 and 2009. He is credited for leading successful projects to build the first risk and retention models in both the educational lending and payroll outsourcing industries.

Keynote: Combat Client Churn with Predictive Analytics



Gaurav Gaur,
Director, Product Management,
The Royal Bank of Scotland

Gaurav is an experienced banker with strong back-to-front office experience in Cash Management and Trade Finance combined with an acute understanding of best practices in Finance, Treasury, Risk and Sales. He has led strategy implementation and business development activities with a global focus. He is a qualified ACA, holds an MBA from London Business School and is currently working as Director, Product Management at the Royal Bank of Scotland.

Case Study: Banking value from the long tail



Francisco Gonzalez,
Mentor,
SolidQ

Francisco A. González works for SolidQ. He earned his master degree in Computer Science at the University of Murcia, Spain and Kennesaw State University, GA. His master project was "Automatic support answerer with BizTalk Server and SQL Server BI technologies". Now he combines his work in SolidQ with his PhD thesis: "Systems Integration and Business Processes". He is an MCT and MCP in BizTalk Server and SQL Server. Francisco works in the Integration and BI fields at SolidQ. He presented several webcasts for Microsoft on BizTalk and SQL Server, he is also an active speaker in local user groups. He presented a session about ETL in the first Business Intelligence Conference held Seattle in may 2007. This year he has written a BizTalk series of articles for paper magazine MsCoder. He is coauthor of Microsoft Training Kit 441. Francisco is based in Spain.

Case Study: Data Mining for Social Moderation



Gitali Halder,
Analytics Programme Manager,
Hewlett-Packard

Gitali Halder is currently an Analytics Programme Manager in Hewlett-Packard. She has 5 yrs of Analytics experience including Banking, Credit Cards and IT

domain. She worked extensively in Data Mining, Predictive Modelling and Strategy Building. She is currently leading the HR Analytics Team in GBS Analytics, HP. Prior to joining HP, she worked with JP Morgan Chase. She has a Master in Economics from Delhi School of Economics.

Case Study: Attrition Driver Analysis



Hanmin Jung,
Executive Director,
Korea Contents Association

January 2009 to present: Executive Director at Korea Contents Association, Korea. March 2008 to Present: Adjunct Professor at Mokwon University, Korea. March 2005 to present: Adjunct Professor at University of Science & Technology, Korea. July 2004 to present: Chief Researcher at KISTI, Korea. September 2000 to June 2004: Head of Research Institute at DiQuest Inc., Korea. February 1994 to July 2000: Senior Researcher at ETRI, Korea. ACL2012 (50th Annual Meeting) Local Sponsorship Chair/Workshop organiser in IEEE CPSCom 2011/IT Session (in AMT-BI2010) Co-organiser/Session Chair AMT-BI2010, COLING2010, AIRS2010 Program Committee.

The Science of Science: Technical Opportunity Discovery Model-driven Analytics System



Aaron Lai,
CFA, Senior Manager of Marketing Analytics,
Blue Shield of California

Aaron Lai, CFA, is the Senior Manager of Marketing Analytics of Blue Shield of California in San Francisco and formerly a VP and Senior Quantitative Research Associate of the Bank of America. He has over 10 years experience in consumer analytics and database marketing for financial institutions and has several patents currently pending. He has published in academic journals and professional magazines, and he has also presented in numerous international data-mining conferences. He also served on the CFA examination curriculum committee and the CFA Magazine Advisory committee. He received a B.Sc. (Hons) in Finance (City University of Hong Kong), a B.Sc.(Econ)(Hons) in Management Studies (University of London), a MBA (Purdue University), and a M.Sc. in Sociology (University of Oxford). In addition to his duty as the current President of the Oxford University Society of Northern California, he is also pursuing a M.Sc. in Evidence-based Healthcare from Oxford University.

Case Study: How Do Peers Evaluate Peer-to-Peer Lending?



Liwei Ma,
Sr. Director of Analytics and Insights,
Big Fish Games

Liwei MaLiwei, previously of Yahoo!, currently works at Big Fish Games as Sr. Director of Analytics and Insights, mainly responsible for designing and developing intelligent merchandise algorithms and customer strategies. Previously working at Apple (April 2007 to May 2009) as Head of Customer Analytics and Strategy group, he was responsible for building and implementing Apple worldwide customer and market strategies. From January 2006 to March 2007, he worked at InfoSpace as Director of Web Analytics. From March 2004 to January 2006, he worked at Yahoo as Sr. Manager of Online Targeting & Segmentation team. From July 2001 to March 2004, he worked at Washington Mutual Bank (JP Morgan Chase) as Vice President, Sr. Manager of Customer Database Marketing group. Liwei has an MBA from Texas Christian University, a Ph. D in Kinesiology and MS in Biomechanics and MS in Leisure Behaviour from Indiana University Bloomington.

Case Study: How to Deliver 180% ROI on the Online Display Ad Spending



Shajy Mathai,
Executive Vice President and
Chief Technology Officer, OpenRisk

Shajy Mathai is Executive Vice President and Chief Technology Officer at OpenRisk, LLC. Mr Mathai has more than fifteen years experience in technology leadership in the Insurance industry. Prior to his current role, Mr. Mathai served as Director of Research and Technology and Director of eCommerce for Guy Carpenter, a global reinsurance intermediary.

Rethinking Analytic Solutions: Modelling Catastrophic Risk



Jared McKee,
ENERGEX

Jared McKee works in the Customer Analytics team in ENERGEX, the electricity distribution utility for South East Queensland, Australia. He has a Bachelor of Electrical Engineering from the University of Queensland and a Master of Systems Engineering from the University of New South Wales. Jared is currently working abroad for 10 months as part of the ES Cornwall Memorial Industry Scholarship offered by the University of Queensland; after which he will return to continue his work with ENERGEX.

Case Study: Spatially Simulating Electricity Demand Growth



Dwipashray Niyogi
Analytics Consultant,
Hewlett-Packard

Dwipashray Niyogi works as an Analytics Consultant in Hewlett Packard Analytics division with an experience spanning two and half years. Prior to HP, Dwipashray completed his Masters Degree in Economics from Delhi School of Economics, Delhi, India.

Churn/Threat Prediction Analysis in B2B by Value Movement Analysis



Nick Patience,
Research Director for Information
Management, The 451 Group

As Research Director for information management at The 451 Group, Nick charts the course in terms of coverage in areas spanning databases, content management, search, text analysis and business intelligence.

Nick's own primary area of focus is on information retrieval, including search, text analysis and how in general, various types of information can be best leveraged to provide insight to organisations, leading to more efficient use of their information assets. As part of that Nick focuses on electronic discovery and technologies that can help organisations understand, manage and leverage their unstructured data assets and the risks they represent.

Nick is a cofounder of The 451 Group. He was based in New York City for more than 12 years before moving to London in mid-2008. Nick has an MS in Computing Science from the University of London.

It's 8.00AM: Do You Know Where Your Data Is?



Nicholas Radcliffe,
Founder and Director,
Stochastic Solutions

Nicholas Radcliffe is the Founder and Director of Stochastic Solutions, a customer behaviour analytics consultancy, working primarily in media, telecoms and financial services.

Prior to founding Stochastic Solutions, Radcliffe founded and acted as Chief Technology Officer for Quadstone Limited, an Edinburgh-based software house that specialised in helping companies to improve their customer targeting. While there, he led the development of a radically new algorithmic approach to targeting direct marketing which has repeatedly proved capable of delivering dramatic improvements to the profitability of both traditional outbound and more modern inbound marketing

approaches, in an approach known as uplift modelling. Quadstone was acquired by Portrait Software in late 2005, and Portrait in turn has now been acquired by Pitney Bowes.

Radcliffe is also a Visiting Professor in the Mathematics and Statistics Department at Edinburgh University and is an advisor to Fluidinfo, a company dedicated to reinventing the way we tag, query and structure shared information on the internet. His blog, The Scientific Marketer, discusses various aspects of customer modelling, with a central focus on effectiveness and uplift modelling.

Nick has a blog, The Scientific Marketer, which he contributes to regularly.

Case Study: Uplift Modelling: You Should Not Only Measure But Model Incremental Response



Giles Richardson,
Head of Personalisation,
Barclays

Giles has been immersed in the Internet since 1999. Working with Start ups and Listed multinationals he has always been obsessed with customers behaviour when they hit the pages of a site. An Economist by heart the quote "As information increases the room for debate reduces". Perfectly presents our analytics rich environment and how data is being used more to make decisions.

Case Study: Barclays



Eric Siegel, Ph.D.,
Programme Chair,
Predictive Analytics World

The president of Prediction Impact, Inc., 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, has served on 10 conference programme committees, has chaired a AAAI Symposium held at

MIT, and is the founding chair of Predictive Analytics World.

Keynote: Persuasion by the Numbers: Optimise Marketing Influence by Predicting It



Rosario Silipo, Ph.D.,
Data Mining Consultant

Dr Rosaria Silipo has been mining data since her master degree at the University of Florence (Italy) in 1992. She kept mining data throughout her doctoral programme (University di Firenze 1992-1996, MIT 1994), her postdoc (ICSI at the University of Berkeley, 1997-2000), and most of her following positions (Nuance Menlo Park CA 2000-2002, Spoken Translations 2003-2007, Viseca Zurich 2007-2009). In 2009 she decided to work independently as a data mining consultant. Throughout her career, she has analysed biomedical data, data from psycho-acoustic experiments, financial data, and speech data. Recently, since the last big financial crisis, she has been working on risk analysis for many financial firms.

Case Study: The Economist & Netto Bank



Michael Sinn,
VP Buying Division,
OTTO

Michael Sinn has worked for Otto, a leading European retailer, for almost three decades and is responsible for the improvement of group purchasing processes and support systems. His is also responsible for predictive analytics. Michael has been a visionary in the field of predictive analytics ever since he applied the first scenarios.

Case Study: Inventory improvement with Predictive Analytics at the world's 2nd largest online retailer OTTO



Mark Tabladillo, Ph.D.
Mentor,
SolidQ

Mark Tabladillo has been an information technology professional since 1998, and has a primary career consulting companies from across commercial and non-profit industries in the United States and around the world. Mark has a doctorate from the School of Industrial and Systems Engineering at Georgia Tech, where he focused on applied statistics and quality management. Mark has a complementary role as graduate school professor at the accredited University of Phoenix, where doctoral candidates ask him to be their dissertation mentor

Mark's business mission is to empower and inspire

executives, architects and developers with insights from data mining, predictive analytics and business intelligence to make actionable decisions.

Mark regularly presents at major technical conferences such as SAS Global Forum and Microsoft's TechEd. Mark writes and produces videos to share his message. A few clients prefer the more exclusive personal one-on-one coaching. However, Mark shares his thoughts freely for a wide professional audience on his blog at <http://marktab.net>.

Case Study: Data Mining for Social Moderation



Dr. Geert Verstraeten,
Partner,
Python Predictions

Dr. Geert Verstraeten is Partner at Python Predictions, a Belgian niche player with expertise in the domain of customer intelligence. He currently has 9 years of "hands-on experience" in different industries such as retail, mail-order, telecom, banking, utilities and subscription services. More specifically, his interests lie in delivering highly performing yet interpretable predictions of future individual customer behaviour.

In 2005, Geert obtained a PhD in Applied Economics at Ghent University, Belgium. His thesis is entitled "Issues in Predictive Modelling of Individual Customer Behavior: Applications in Targeted Marketing and Consumer Credit Scoring". He has published different scientific studies in peer-reviewed journal, and has presented on a number of business and academic conferences.

Python Predictions was founded in April 2006, and currently active in Retail & Distribution, Telco, Financial Services, Utilities and Postal Services in the Belgian market.

Case Study: Successes and lessons in a five-year growth path in Predictive Analytics



Phil Winters,
Managing Senior Partner,
CIAgenda

Phil Winters has spent over 30 years helping organisations develop, refine and strengthen their 1to1' customer experiences, emphasising the bottom-line advantages of excellence in customer relationships. He is known as the "Father of Customer Intelligence."

His business career began at SAS Institute where he held leadership positions within Marketing, Technology, Sales, and Operations. Most recently, he focused on building the business in Germany,

Switzerland and Austria for Peppers & Rogers Group, an American management consulting firm recognised as the world's leading authority on customer-based strategies.

Phil's passionate focus on the customer, complemented by the broad spectrum of experience gained from senior executive positions, affords him an insider's perspective in his work, a curriculum of success encompassing over 300 companies around the world, for whom he played a hands-on role in the development and implementation of customer-based strategies and the requisite underlying business initiatives.

Phil's current focus and passion is on using case studies and best practices to help organisations understand and impact relevant new touch points from the customer's perspective - whether social media, mobile marketing or word of mouth - and delight them at every step of their personal decision making journey. Today he is an independent consultant, leads the company CIAgenda and is a strategic advisor to Peppers & Rogers Group. He advises and helps companies to realign their customer strategies from the customer's perspective. Acknowledged as one of the pre-eminent thought leaders in the field, he is sought after as a high-profile speaker at conferences and events, teaches at various universities, and conducts customer-focused seminars and workshops for enterprises and professional organisations alike.

Case Study: The Economist & Netto Bank



Amjad Zaim,
Cognitro Analytics

Amjad Zaim heads Cognitro Analytics, a NY-based firm that delivers Business Analytics & Business Intelligence solutions to companies in several verticals including banking, insurance, telecom and government. Cognitro Analytics also provides in-house training programs in data mining and predictive analytics and has successfully organised several leading international seminars and workshops.

Amjad is also a consultant of data mining with over 20 years researching and developing advanced AI (Artificial Intelligence) techniques to solve real-life problems in finance, security and healthcare. He is an expert in financial risk modelling, image recognition as well as biometric iris identification. Prior to founding Cognitro Analytics, he co-founded several startups including Orion Analytics and ZaimNet. Amjad also served as a Professor of Computer Science at the University of Texas, where he established the VIB (Vision, Intelligence and Bioinformatics) research center, leading a team of scientists through many AI-

related projects.

Amjad has written over 100 technical, scientific and business articles. He is a frequently invited guest speaker at conferences world-wide and has been on the chairing, organising and review committees of several international IEEE conferences including the International Conference on Pattern Recognition. He has also been a regular contributor to the Banking Executive magazine since 2009, discussing data mining applications in banking and finance. Amjad holds a PhD in Engineering from the University of Toledo, Ohio, an MBA from the University of Arlington, Texas, as well as two MSE's in both electrical and computer engineering from Wright State University in Dayton, Ohio.

Case Study: Value Proposition Segmentation (VPS) Method



Jure Zabkar,
Researcher, Artificial Intelligence Laboratory,
University of Ljubljana

Jure Zabkar is a researcher at the Artificial Intelligence Laboratory at the University of Ljubljana. He conducts research machine learning and data mining, qualitative reasoning, cognitive robotics and systems for decision support. In 2009 Jure won first prize with the presentation of autonomous humanoid robot learning about its environment by conducting experiments at the International Conference on Future and Emerging Technologies. He holds BSc degrees in Mathematics and Computer Science. Since 2006 Jure has headed up Ockham, a startup pursuing applications of AI to industry. He has accumulated real-world experience working in PA projects in the medicine, metallurgy, energy, retail, entertainment, automotive and aerospace industries. The areas he has worked on include recommendation systems, quality control, customer targeting, etc.

A Proposed Methodology for Integration of Predictive Analytics in Organisations

Description	Early Bird (by 14 Oct)	Regular (by 29 Nov)	Onsite Price
Two Day Predictive Analytics World Pass (Access to Predictive Analytics World sessions and Expo Hall on 30th November AND 1st December)	£995	£1095	£1195
One Day Predictive Analytics World Pass (Access to Predictive Analytics World sessions and Expo Hall on 30th November OR 1st December)	£495	£595	£695
Combo Pass eMetrics (Access to Predictive Analytics World & eMetrics sessions + Expo Hall)	£1195	£1295	£1495
Workshop + Networking Only Pass (Access to John Elder's workshop on 2nd December + Exhibit Hall on 30th November + 1st December)	£500	£575	£575
Super Combo Pass (Access to eMetrics, Conversion Conference AND Predictive Analytics World sessions + Expo Hall)	£1395	£1495	£1695
Exhibit Hall Only Pass (Access to the Exhibition Hall Only - no access to the conference sessions)	no charge	no charge	no charge

Bring the Team Offer:

Each additional attendee from the same company registered at the same time receives an extra £100 off.

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Location:

Business Design Centre
52 Upper Street
Islington
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Situated in Islington, the Business Design Centre is one of London's most stylish exhibition venues, playing host to over 80 exhibitions and 250 conferences every year.

It is situated next door to the Hilton Islington where limited accommodation is available. Contact the hotel directly to find out their going rates: <http://www.hilton.co.uk/islington>

Travelling to the Business Design Centre

Public Transport:

Tube: 300m from Angel Tube Station, Northern Line

London Underground: www.tfl.gov.uk/tube

Rail: 1.5 miles from Kings Cross International/St Pancras, 900m from Highbury & Islington Station National Rail
Enquiries: www.nationalrail.co.uk

Bus: The following bus routes all stop near to the Business Design Centre in Upper Street: 4, 19, 30, 73, 43, 38, 56 and 341.

By Air: London Heathrow : Heathrow is 17 miles from the BDC.

By Road: The Business Design Centre has an onsite car park with 236 spaces, including numerous disabled parking bays. There is also ample cycle parking and electric car charging points. There is additional parking in the nearby NI centre.

Car Parking:

There is a payable car park adjacent to the Centre with 236 spaces – Upper Street Car Park. Please note there is a 1.9m height restriction.

Parking Type:

1. Daily minimum charge 2 hours (£6.00) thereafter hourly charge (£3.00 per hour)
2. Overnight 8pm – 8am (£1.10 per hour)

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