Predictive Analytics WORLD ™

part of **Data Driven Business Week** ™

CONFERENCE GUIDE
APRIL 25-26, 2012 ▪ TORONTO

www.predictiveanalyticsworld.com/toronto

KEYNOTE SPEAKERS

Piyanka Jain
CEO, Aryng.com
Former PayPal Business Analytics Head

Edward Nazarko
Client Technical Advisor
IBM

Eric Siegel
Conference Chair
Predictive Analytics World

ddbwto2012

WiFi

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Predictive Analytics for Business and Marketing

Optimize business outcomes with **smarter analytics.** Don't just react – predict.

Join your peers in Room 713 at the Metro Centre for three premiere IBM speaking sessions.

Thursday, April 26
9:00am–10:00am

Putting IBM Watson to Work

IBM's Watson captured the imagination of millions when it beat the all-time champions of the US game show, *Jeopardy!* To do so, it overcame traditional limitations of computers by communicating in natural human language, churning through 200 million pages of unstructured data to find answers in three seconds, and learning from each experience to improve performance over time. But as impressive as this accomplishment was, it was only the beginning. IBM is working closely with leading organizations in a variety of industries to put Watson to work. The possibilities are endless! Join Edward Nazarko, a leading IBM Architect, in an engaging discussion of ways that Watson is using predictive models to revolutionize expectations of how computers can help organizations in all industries live and work better.

Speaker: Edward Nazarko, *Client Technical Advisor, IBM*

Thursday, April 26
1:45pm–2:35pm

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.

Panelist: Tim Daciuk, *Business Development Manager, Advanced Analytics, IBM Global Business Services*

Thursday, April 26
2:40pm–3:00pm

If We Host It; Will They Come? Predictive Modeling for Event Marketing

Every year IBM (like all large companies) spends millions of dollars on hundreds of Marketing events, from conference participation through seminars to briefing and education events. The "gold" questions for Marketing are: 1) Are we engaging in the right events, 2) Which events are likely to bring in the most success (measured in terms of revenue), and 3) Given a finite Marketing budget, how should we spend that budget to optimize the value we are receiving? To answer these questions, IBM's Event Marketing engaged in an exercise developing predictive models to enhance their insight around events activities. This presentation will review the approach and predictive models, and will offer some next-steps discussion looking into the future of Event Marketing predictive model development.

Speakers: Tim Daciuk, *Business Development Manager, Advanced Analytics, IBM Global Business Services*
Bob Humphreys, *Country Leader for Demand Programs, IBM Canada*

Session locations subject to change.

For more information,
visit **ibm.com**/spss.

Welcome

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 crossconference 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 and the analytical results of processing textual data. PAW's extensive array of case studies prove that these innovations deliver.

Most importantly… "Absorb, network and enjoy!".

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

Contents

Predictive Analytics World
Stay Engaged

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Agenda Overview

Pre-Conference Workshop: Tuesday, April 24, 2012

Full-day Workshop • 9:00am-4:30pm

The Best and the Worst of Predictive Analytics: Predictive Modeling Methods & Common Data Mining Mistakes
John Elder, CEO & Founder, Elder Research, Inc
Room 711

DAY 1: Wednesday, April 25, 2012 • Exhibit Hall Open (Room 713) • 7:30am-7:30pm

Time	Session
7:30-9:00am	Registration & Breakfast
9:00-10:00am	**Keynote: Persuasion by the Numbers: Optimize Marketing Influence by Predicting It** Eric Siegel, Program Chair, Predictive Analytics World
10:00-10:10am	**Lightning Round of 2-Minute Sponsor Presentations** StatSoft STATISTICA IBM kxen getClarity TIBCO The Power of Now
10:10-10:45am	Coffee Break / Exhibits
10:45-11:30am	**Segment Analysis** **Case Study: *MTV Networks*** **Predictive Social Marketing – Sentiment Forecasting and Impact on Success** John Bates, Adobe
11:35am-12:20pm	**Special Featured Session** **Multiple Case Studies: *Disney, HSBC, Pfizer*, and others** **The High ROI of Data Mining for Innovative Organizations** John Elder, Elder Research, Inc.
12:20-12:40pm	**Platinum Sponsor Presentation** **Managing Forward: Analytics For Today's Multi-Channel, Multi-Device Consumer** FORESEE Larry Freed, ForeSee
12:40-1:40pm	Lunch / Exhibits
1:40-2:25pm	**Keynote: The Five Myths of Predictive Analytics** Piyanka Jain, Aryng.com, Former PayPal Business Analytics Head
2:25-3:00pm	Coffee Break / Exhibits
3:00-3:45pm	**Financial Services** **Case Study: *CIBC*** **Creating Value Segmentation to Drive Business Strategies** Daymond Ling, Canadian Imperial Bank of Commerce (CIBC)

Agenda Overview

Predictive Analytics WORLD

DAY 1: Wednesday, April 25, 2012

	Crowdsourcing Data Mining
3:50-4:10pm	**Case Study:** *Capital One Financial* **Competitive Training of Predictive Modelers** Leonard Roseman & Ozgur Cetiner, Capital One Financial
4:10-4:25pm	Break / Exhibits
4:25-5:15pm	**Case Study** **Top 10 Data Mining Business Mistakes** Jeff Deal, Elder Research, Inc.
	Insurance
5:15-5:35pm	**Case Study:** *Crawford & Company* **Predictive Analytics in Property Insurance Claims: Findings and Lessons Learned** Sergo Grigalashvili, Crawford & Company & Rumit Jain, Ontos Information Systems
5:35-7:30pm	Reception / Exhibits

DAY 2: Thursday, April 26, 2012 • Exhibit Hall Open (Room 713) • 7:30am - 4:30pm

|	
7:30-9:00am	Registration & Breakfast
	Open Question Answering
9:00-10:00am	**Keynote: Putting IBM Watson to Work** Edward Nazarko, IBM
10:00-10:40am	Coffee Break / Exhibits
	HR Analytics
10:40-11:25am	**Case Study:** *U.S. Special Forces* **Hiring and Selecting Key Personnel Using Predictive Analytics** Dean Abbott, Abbott Analytics, Inc.
	Insurance
11:30-12:15pm	**Case Study:** *Alberta Motor Association* **Insurance Pricing Models Using Predictive Analytics** Richard Boire, Boire Filler Group

DAY 2: Thursday, April 26, 2012

12:15-1:45pm	**Lunch / Exhibits**
1:45-2:35pm	**Expert Panel** **Wise Enterprise: Best Practices for Managing Predictive Analytics** Rachel Alt-Simmons, SAS Institute, Tim Daciuk, IBM Global Business Services & John Elder, Elder Research, Inc.
2:40-3:00pm	**Demand Generation** **Case Study: *IBM*** **If We Host It; Will They Come? Predictive Modeling for Event Marketing** Tim Daciuk, Advanced Analytics, IBM Global Business Services & Bob Humphreys, IBM Canada
3:00-3:45pm	Coffee Break/Exhibits
3:45-4:05pm	**Ensemble Models; Software Dev Cost Estimation** **Case Study: *Galorath*** **Revenge of the Clueless: Combining Many Poor Estimates into an Expert Forecast** Mike Kimel, Analytic Economics
4:10-4:30pm	**Telecommunications** **Beyond Dating: Predicting Engagement in your Customer Base** Emma Warrillow, DiG (Data Insight Group Inc.) & Davide Lazzari, SiriusXM
4:30-5:10pm	**Case Study: *Verizon Wireless & BHP Billiton (Australian Mining Company)*** **Visualizing Forecast Models with Interactive Scenario Analysis to Optimize Profitability** Richard Brath, Oculus

Post-Conference Workshop: Friday, April 27, 2012

Full-day Workshop • 8:45am-4:30pm

Advanced Methods Hands-On: Predictive Modeling Techniques
Dean Abbott, President, Abbott Analytics, Inc.

Sponsored by: StatSoft®

Room 706

Predictive Analytics WORLD™

Strengthening the Business Impact of Predictive Analytics Deployment

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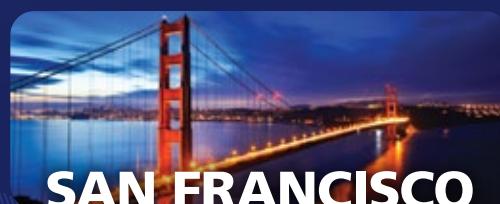
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Tuesday, April 24, 2012
Full-Day Workshop

9:00am - 4:30pm
Room 711

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

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 modeling.

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

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 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
- Workshops ends at 4:30

Instructor

**John Elder Ph.D.,
CEO & Founder, Elder Research, Inc.**

Dr. John Elder heads a data mining consulting team with offices in Charlottesville Virginia, San Francisco, 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 optimization, 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 defense 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 honored 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 2011. John is a follower of Christ and the proud father of 5.

Predictive Analytics WORLD

Friday, April 27, 2012
Full-Day Workshop

8:45am - 4:30pm

Room 706

Advanced Methods Hands-on:
Predictive Modeling Techniques

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 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

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Instructor

Dean Abbott, President, Abbott Analytics

Dean Abbott is President of Abbott Analytics in San Diego, California. Mr. Abbott has over 21 years of experience applying advanced data mining, data preparation, and data visualization methods in real-world data intensive problems, including fraud detection, risk modeling, text mining, response modeling, survey analysis, planned giving, and predictive toxicology. In addition, Mr. Abbott serves as chief technology officer and mentor for start-up companies focused on applying advanced analytics in their consulting practices.

Mr. Abbott is a seasoned instructor, having taught a wide range of data mining tutorials and seminars for a decade to audiences of up to 400, including PAW, KDD, AAAI, IEEE and several data mining software users conferences. He is the instructor of well-regarded data mining courses, explaining concepts in language readily understood by a wide range of audiences, including analytics novices, data analysts, statisticians, and business professionals. Mr. Abbott also has taught applied data mining courses for major software vendors, including SPSS-IBM Modeler (formerly Clementine), Unica PredictiveInsight (formerly Affinium Model), Enterprise Miner (SAS), Model 1 (Group1 Software), and hands-on courses using Statistica (Statsoft), Tibco Spotfire Miner (formerly Insightful Miner), and CART (Salford Systems).

Wednesday, April 25, 2012
Exhibit Hall Open 7:30am - 7:30pm

7:30-9:00am
Registration & Breakfast

9:00-10:00am • *Room 713*
Keynote: Persuasion by the Numbers:
Optimize Marketing Influence by Predicting It

Speaker: Eric Siegel, Ph.D., Program Chair,
Predictive Analytics World

Data driven marketing decisions are meant to maximize impact - right? Well, the only way to optimize marketing influence is to predict it. The analytical method to do this is called uplift modeling. This is a completely different animal from what most models predict: customer behavior. Instead, uplift models predict the influence on customer behavior 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?

10:00am-10:10am • *Room 713*
Lightning Round of 2-Minute
Sponsor Presentations

StatSoft STATISTICA   IBM   kxen Predictive Power. Infinite Insight.
getClarity   TIBCO The Power of Now®

10:10am-10:45am
Coffee Break / Exhibits

10:45am-11:30am • *Room 713*
■ *Segment Analysis*
Case Study: *MTV Networks*
Predictive Social Marketing – Sentiment Forecasting and Impact on Success

Speaker: John Bates, Product Manager, Adobe

Every summer, music fans worldwide look forward to one of the biggest music events of the year—the MTV Video Music Awards (VMAs). This year's VMAs turned out to be one of the world's largest, simultaneous social viewing experiences ever. Leading up to this year's VMAs, MTV marketers set out to grow the brand's social media presence and drive awareness. With 85 million MTV Facebook fans and more than three million Twitter followers—the stage was set for a firestorm of conversation and sharing. In order to assist MTV in their primary goal of gaining deeper insights into relationships between social activity and engagement with digital content, we combined Twitter and MTV.com data streams with text mining and predictive analytics techniques. As marketing continues to develop, sentiment forecasting will be critical to success in optimizing published content for both publishers and advertisers.

11:35am-12:20pm • *Room 713*
Special Featured Session
Multiple Case Studies: *Disney, HSBC, Pfizer, and others*
The High ROI of Data Mining for Innovative Organizations

Speaker: John Elder, CEO & Founder, Elder Research, Inc.

Data mining and advanced analytics can enhance your bottom line in three basic ways, by 1) streamlining a process, 2) eliminating the bad, or 3) highlighting the good. In rare situations, a fourth way – creating something new – is possible. But modern organizations are so effective at their core tasks that data mining usually results in an iterative, rather than transformative, improvement. Still, the impact can be dramatic.

Dr. will share the story (problem, solution, and effect) of nine projects conducted over the last decade for some of America's most innovative agencies and corporations:

Streamline:
- Cross-selling for HSBC
- Image recognition for Anheuser-Busch
- Biometric identification for Lumidigm (for Disney)
- Optimal decisioning for a leading high-tech retailer
- Quick decisions for the Social Security Administration

Eliminate Bad:
- Tax fraud detection for the IRS
- Warranty Fraud detection for a leading high-tech retailer
- Highlight Good:
- Sector trading for WestWind Foundation
- Drug efficacy discovery for Pharmacia & Up John (now Pfizer)

12:20-12:40pm • *Room 713*
Platinum Sponsor Presentation
Managing Forward: Analytics For Today's Multi-Channel, Multi-Device Consumer

Speaker: Larry Freed, President & CEO, ForeSee

When done right, customer satisfaction measurement can yield more than just insights into how well your company, brand, or channel (e.g., web, mobile, store) is performing today. It can also predict the likelihood of customers to engage in critical future behaviors. However, not all methodologies are created equal. They must answer three essential questions of management while demonstrating success not only in theory but in the marketplace.

12:40-1:40pm
Lunch / Exhibits

1:40-2:25pm • *Room 713*
Keynote
The Five Myths of Predictive Analytics

Speaker: Piyanka Jain, CEO, Aryng.com, Former PayPal Business Analytics Head

Predictive Analytics is powerful, it can help you predict an event or a behavior at a individual customer level. It can help you spot golden nuggets from the deep-wide-big data ocean; But is also one of the techniques which is not very well understood. With all the recent buzz about Predictive

Analytics, it does seem like a new technique in the tool box. Is that so? In this keynote, we will ground ourselves in the reality of building and maintaining an impactful Predictive Model and explore questions like:

- Is Predictive Analytics new?
- Is it a crystal ball?
- Is it perfect?
- Can it be built quickly and cheaply?
- Is it going to solve all my business problems?
- Does it always work?
- Can anybody learn how to build a model?

2:25-3:00pm
Coffee Break / Exhibits

3:00-3:45pm • *Room 713*
■ *Financial Services*
Case Study: *CIBC*
Creating Value Segmentation to Drive Business Strategies

Speaker: Daymond Ling, Senior Director of Modelling & Analytics, CIBC

Segmentation is used in a variety of ways to help organizations understand customer behavior and tailor their services. This case study presents how CIBC built a value based segmentation that focuses on customer's current and potential value to identify business opportunities and risks. Adoption and driving change in business strategy and processes are also covered. The concepts involved are not limited to banking and should be generally applicable to all industries.

3:50-4:10pm • *Room 713*
■ *Crowdsourcing Data Mining*
Case Study: *Capital One Financial*
Competitive Training of Predictive Modelers

Speakers: Ozgur Cetiner, Director of Statistical Analysis, Capital One Canada & Leonard Roseman, Vice President of Statistics in Consumer Credit Risk Management and the Deputy Chief Scoring Officer, Capital One Financial

Competition between teams for prizes and awards is a well known mechanism for unleashing the creative forces of predictive modelers to develop new modeling techniques, methodologies, and approaches - and, of course, build better models. The Netflix prize competition is a recent example of the power of such competition and coopetition.

Capital One Canada set up a competition amongst students of predictive modeling at the University of Waterloo to see what they could do on the kinds of problems typically faced by a lending institution. The format was an integrated case study involving business strategy development around a core predictive model. Perhaps not surprisingly, student-built models didn't outperform models built in-house, but the students' creative approaches and outside-the-box thinking were truly inspiring. Most importantly however, the demand by students and faculty to work on real problems and data sets was almost overwhelming and the feedback by students about the importance of this competition for learning about predictive modeling was surprising. Since student learning is the primary value of this kind of competition, we suggest that multiple institutions could combine efforts to create excitement about predictive modeling and establish a mutually beneficial relationship between academia and industry.

4:10-4:25pm
Break / Exhibits

4:25-5:15pm • *Room 713*
Case Study
Top 10 Data Mining Business Mistakes

Speaker: Jeff Deal, Vice President of Operations, Elder Research, Inc.

Most analytics talks are technical – describing algorithms, data management, software options, etc. – that best extract value from data. And, great technology helps, in our experience, over 90% of projects to meet their technical goals. However, only about 65% of solutions seem to actually be deployed at the client organization. Astonishingly then, business risk has proven far greater than technical risk as an obstacle to realizing the huge ROI possible from predictive analytics.

This talk focuses on the business pitfalls of managing a data mining engagement, complementing John Elder's popular technical chapter on Top 10 Data Mining Mistakes (also covered during his pre-PAW workshop). We address organizational and management mistakes commonly made by either the client or the consulting firm, and illustrate select ones with real-world examples. Anyone who is considering or actively engaged in mining data will benefit from these cautionary tales!

5:15-5:35pm • *Room 713*
■ *Insurance*
Case Study: *Crawford & Company*
Predictive Analytics in Property Insurance Claims: Findings and Lessons Learned

Speakers: Sergo Grigalashvili, Vice President of Architecture, Analytics, Crawford & Company & Rumit Jain, Senior Business Analyst, Ontos Information Systems

To gain advantage in the highly competitive insurance market, property insurers are increasingly looking at using predictive analytics to optimize claim processing. However, achieving sustainable value has not been easy because of variety of reasons. If used properly, predictive analytics in property claims can provide tremendous cost saving and quality improvement. We mined property claims 'descriptive, transactional, and unstructured data' to determine what works, what does not, how to use predictive models, what challenges to expect, and what benefits to expect. This presentation is a case study that walks the audience through the objectives, methods, findings, and lessons learned.

5:35-7:30pm
Reception / Exhibits

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Thursday, April 26, 2012
Exhibit Hall Open 7:30am - 4:30pm

7:30-9:00am • *Room 713*
Registration & Breakfast

9:00-10:00am • *Room 713*
Keynote
Open Question Answering
Putting IBM Watson to Work

Speaker: Edward Nazarko, Client Technical Advisor, IBM

IBM's Watson captured the imagination of millions when it beat the all-time champions of the US game show, Jeopardy!. To do so, it overcame traditional limitations of computers by communicating in natural human language, churning

through 200 million pages of unstructured data to find answers in three seconds, and learning from each experience to improve performance over time. But as impressive as this accomplishment was, it was only the beginning. IBM is working closely with leading organizations in a variety of industries to put Watson to work. The possibilities are endless! Join Edward Nazarko, a leading IBM Architect, in an engaging discussion of ways that Watson is using predictive models to revolutionize expectations of how computers can help organizations in all industries live and work better.

10:00-10:40am
Coffee Break / Exhibits

10:40-11:25am • *Room 713*
■ *HR Analytics*
Case Study: *U.S. Special Forces*
Hiring and Selecting Key Personnel Using Predictive Analytics
Speaker: Dean Abbott, President, Abbott Analytics, Inc.

Hiring and selection of personnel in specialized work environments incurs huge direct and opportunity costs for organizations. One of the largest challenges is that the selection process is often left in the hands of those with either high experience in the domain area but little experience in selection or vice versa. Predictive Analytics and statistics can play a critical role in formalizing and automating much of the selection process. This session provides an overview of the selection processes using both measures of skills and psychological measures to quantify IQ, domain knowledge, grit, and determination. Examples will be drawn from hiring practices for Special Forces (such as Army Rangers and Navy SEALs) and predictive analytics teams.

11:30-12:15pm • *Room 713*
■ *Insurance*
Case Study: *Alberta Motor Association*
Insurance Pricing Models Using Predictive Analytics
Speaker: Richard Boire, Partner, Boire Filler Group

The use of predictive analytics solutions as a pricing tool for insurance is a very recent phenomenon amongst actuaries. This case study examines what tools were used in the past and what has led to the adoption of predictive analytics solutions within the actuarial discipline. Particular emphasis is devoted to the significant data challenges which are unique to the insurance pricing sector. At the same time, attendees will learn

the process that was adopted in building these tools. More importantly, attendees will understand how to demonstrate the value or benefit of predictive analytics solutions over existing actuarial tools.

12:15-1:45pm
Lunch / Exhibits

1:45-2:35pm • *Room 713*
Expert Panel
Wise Enterprise: Best Practices for Managing Predictive Analytics
Expert Panelist: Rachel Alt-Simmons, Sr. Industry Principal for Insurance, SAS Institute, Tim Daciuk, Business Development Manager, Advanced Analytics, IBM Global Business Services & John Elder, CEO & Founder, Elder Research, Inc.

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.

2:40-3:00pm • *Room 713*
■ *Demand Generation*
Case Study: *IBM*
If We Host It; Will They Come? Predictive Modeling for Event Marketing
Speakers: Tim Daciuk, Business Development Manager, Advanced Analytics, IBM Global Business Services & Bob Humphreys, Country Leader for Demand Programs, IBM Canada

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3) Given a finite Marketing budget, how should we spend that budget to optimize the value we are receiving. To answer these questions, IBM's Event Marketing engaged in an exercise developing predictive models to enhance their insight around events activities. This presentation will review the approach, predictive models and will offer some next steps discussion looking into the future of Event Marketing predictive model development.

3:00-3:45pm
Coffee Break / Exhibits

3:45-4:05pm • *Room 713*
■ *Ensemble Models; Software Dev Cost Estimation*
Case Study: *Galorath*
Revenge of the Clueless: Combining Many Poor Estimates into an Expert Forecast

Speaker: Mike Kimel, Principal Consultant, Analytic Economics

How do you produce estimates in the presence of ambiguous, spotty, or unreliable data? This case study describes a tool intended to do just that, where the particular goal of the tool was to estimate the cost of developing military grade software applications. Instead of relying on an expert system to produce estimates, the tool uses many relatively naive regression models and other relatively simple off the shelf statistical techniques. Each model is tested against a large repository of projects and assigned a score based on its accuracy forecasting outcomes of projects most similar to the target project. The estimates generated by well-performing models are combined into a weighted estimate for the target. The same tool has since been used to estimate costs associated with military grade hardware.

4:10-4:30pm • *Room 713*
Telecommunications
Beyond Dating: Predicting Engagement in your Customer Base

Speakers: Emma Warrillow, President and Chief DiGGer, DiG (Data Insight Group Inc.) & Davide Lazzari, Manager, Customer Loyalty Programs, SiriusXM

Predictive modeling has long been applied to target customers likely to purchase a specific product; by understanding the characteristics of those who have purchased in the past, you can predict the future. However, what happens when you

don't have history? When the product you are offering is new in the market. This case study shows how DiG helped a client face this challenge. Leveraging past modeling efforts around churn and upsell, and sprinkling in some business knowledge, DiG developed an Engagement Index which helps the client identify those customers who are engaged and thus likely to be open to new offerings from the company. This case study will also show how this index was used in conjunction with a client value model to understand where additional opportunities and risks lay.

4:30-5:10pm • *Room 713*
Case Study: *Verizon Wireless & BHP Billiton (Australian mining company)*
Visualizing Forecast Models with Interactive Scenario Analysis to Optimize Profitability

Speaker: Richard Brath, Partner, Oculus

A $20B pharmaceutical company spends more than $5B annually on new products. Planning and modeling teams updated staffing and projections but the company still had difficulty hitting targets. Earnings are flat and the share price languished. Visualizations enabled the all the stakeholders to see some of the underlying issues. Revenue and share price are now growing again.

Visualization is a key tool for the analyst to organize and assess data, understand patterns to help build models and assess results of predictive models. Learn what some of the tools and techniques are in this session showing examples of visualization and predictive analytics:

A. A top 3 international resource company actively visualizes scenarios across key performance metrics to steer the corporation through strategic decisions.

B. A $20B pharmaceutical company visually combines multiple short and long-term projections to streamline their forecast models, optimize decisions and increase revenue.

C. A top 5 wireless organization is able to combine prediction with what-if analysis and visualization to rapidly assess, evaluate alternatives and implement changes in minutes to competitive challenges to any customer /product segmentation.

Piyanka Jain, CEO, Aryng.com, Former PayPal Business Analytics Head

Piyanka Jain's interest lies in deriving actionable insights from data to enable informed trade-offs and decision making. She enjoys problem solving and finds herself driven towards empowering business professionals to make better data driven business decision through Aryng's "Data to Decisions"™ framework she teaches. With Aryng, she is creating an organization to drive business transformation through the power of analytics.

Before founding Aryng, she was heading the NA Business Analytics at PayPal, leading strategic analytics, managing and setting agenda for the team, defining strategic roadmap to find NA business drivers. At PayPal, she and her team have delivered several high impact projects including product portfolio analysis, merchant lifecycle analysis, Voice of Customer analysis, Next Best Product Model for Merchant with $84+ mm revenue impact.

Prior to this, Piyanka drove direct measurable revenue impact of $18 mm through Strategic/Marketing analytics in partnership with Adobe Product Marketing and Relationship Marketing team. Within Marketing Operations and Analytics department, her role was to lead the organization into learning more about their products and customers through establishing appropriate engagement model with BU and rigorous mining of data. Within Relationship Marketing, Piyanka and her team's role involved designing and analyzing campaigns, creating and executing appropriate segmentation and targeting strategy, Fine tuning messaging, creatives and offers by Test & Control and improving targeting and increasing marketable universe by building response models and propensity models.

Keynote: The Five Myths of Predictive Analytics

Edward Nazarko, Client Technical Advisor, IBM

Ed Nazarko is an IBM Client Technical Advisor who works with healthcare payers on applying innovative technologies to solve customer problems, and industry problems. His focus is on combining technology innovation with customer-focused business and operations strategy.

Recent projects have included performance engineering of large systems, application of combinatorial test design to optimization of ICD-10 test cases, creation of benefit rule abstraction and change validation tools, and traditional system design and build. As a consultant he has worked with pharmaceutical, device, healthcare delivery, and health insurers on a wide range of operational and strategic technology issues. He has also been in startups in life sciences, e-business and research. Ed has a BA from Reed College in Portland OR and an MBA from Boston University.

Keynote: Putting IBM Watson to Work

Eric Siegel, Ph.D., Program 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: Optimize Marketing Influence by Predicting It

For all speaker bios please visit:

www.predictiveanalyticsworld.com/toronto/2012/speakers.php

PREDICTION IMPACT
Predictive Analytics for Business and Marketing

98% of attendees rated the instructor **Excellent or Very Good**

Training Seminar:
Predictive Analytics for Business, Marketing and Web

March 22-23, 2012: New York, NY
July 26-27, 2012: São Paulo, BRAZIL
(tradução em português)
October 11-12, 2012: San Francisco, CA
On-site: **Customized**
On-demand: **Online course**

The official training program of Predictive Analytics World

Predictive Analytics for Business, Marketing and Web is a concentrated training program that includes interactive breakout sessions and a brief hands-on exercise. In two days we cover:

• The techniques, tips and pointers you need in order to run a successful predictive analytics and data mining initiative

• How to strategically position and tactically deploy predictive analytics and data mining at your company

• How to bridge the prevalent gap between technical understanding and practical use

• How a predictive model works, how it's created and how much revenue it generates

• Several detailed case studies that demonstrate predictive analytics in action and make the concepts concrete

In order to meet the unique training needs of business decision makers and analytics practitioners, this training program is:

• Business-focused. Unlike other training programs that also cover scientific, engineering and medical applications of data mining and analytics, this seminar focuses squarely on solving business and marketing problems with these methods.

• Comprehensive across business needs. Within this realm, however, we step beyond the standard application of response modeling for direct marketing to solve the wider range of business problems listed below.

• Vendor-neutral and method-neutral. This training program, which is not run by an analytics software vendor, provides a balanced view across analytics tools and methods.

Participant Comments
Source: businessprediction.com

"An excellent overview on how to start using predictive analytics in any organization! In just two weeks I already have buy-in from upper management to explore ways to use predictive analytics to improve up-sells, cross sells and to determine what lifestyle imagery to display to our users. I'm super excited about these projects."

Jennifer Boland
Onsite Marketing Analyst
Sierra Trading Post

"At Intuit we're already using data as an asset on the web, but this course makes it very concrete how we can take it to the next level."

Jared Waxman
Web Analytics Leader
Intuit

"The best part of this training program is the clear correlation to practical applications in everyday business."

Reto Matter
VP Business Intelligence
PlanetOut Inc.

"Eric is an A+++ instructor with a great sense of humor."

Ali Maleki
Project Manager
Computer Tech. Consultants

"A very insightful and interesting seminar. I plan to put data mining and predictive analytics to work for us right away thanks to your ability to make this an approachable subject."

Rob Ford
Director Pricing
Getty Images

for more testimonials, see businessprediction.com

Instructor: Eric Siegel, Ph.D.

The Program Chair of Predictive Analytics World, Dr. Siegel is a seasoned consultant in predictive analytics, an acclaimed industry instructor, and a former award-winning professor at Columbia University.

For a detailed program description and registration information, visit: businessprediction.com

Produced by:
Prediction Impact, Inc.
www.predictionimpact.com

PREDICTION IMPACT
Predictive Analytics for Business and Marketing

Metro Toronto Convention Centre
South Building

DAY	ROOM	SESSION
Tue	711	**The Best and the Worst of Predictive Analytics: Predictive Modeling Methods & Common Data Mining Mistakes**
Wed/Thu	713	**Keynote & Tracks**
Fri	706	**Advanced Methods Hands-on: Predictive Modeling Techniques**

Predictive Analytics WORLD

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THE MAGAZINE FOR ONLINE MARKETING STRATEGIES

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Booth 221

As a pioneer in customer experience analytics, ForeSee continuously measures satisfaction across customer touch points and delivers critical insights on where to prioritize improvements for maximum impact. Because ForeSee's superior technology and proven methodology connect the customer experience to the bottom line, executives and managers are able to drive future success by confidently optimizing the efforts that will achieve business and brand objectives. The result is better business for companies and a better experience for consumers. Visit us at www.ForeSee.com for customer experience solutions and original research.

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About IBM Business Analytics
IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.
As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For more information, visit www.ibm.com/spss.

StatSoft, Inc.
www.statsoft.com
Booth 138

StatSoft, Inc., founded in 1984, is one of the largest producers of enterprise and desktop software 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 29 offices on all continents. 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 and profitability. The StatSoft platform has enjoyed unprecedented record of recognition from end-users (also, winning all major independent surveys of users) and reviewers for more than two decades. These independent ratings show that while easier to use and more cost-effective than its competitors, the StatSoft analytics platform offers unmatched performance, scalability, uncompromising attention to detail and overall quality, which ensures success for its users.

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www.spotfire.tibco.com
Booth 142

TIBCO Spotfire products offer a visual and interactive experience that helps professionals quickly discover new and actionable insights in information. Distinguished by its speed to insight and adaptability to specific business challenges, Spotfire rapidly reveals unseen threats and new opportunities, creating significant economic value. Spotfire customers include industry leaders among the Global 2000 that have deployed Spotfire analytics to gain an information advantage over their competitors. The TIBCO Spotfire product family includes S+ and Miner. Spotfire Miner intuitive drag-and-drop user interface enables users to rapidly develop sophisticated data mining and predictive models without complicated scripts or programming languages. Users can quickly create visual workflow diagrams by selecting icons representing every stage of the data analysis process, from import through data cleaning, manipulation, and transformation. New analytic methods can be developed using Spotfire S+ and applications can be deployed and automated using Spotfire S+ Server.

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Get Clarity
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Booth P2

"Creating visual narratives and cutting through the noise of big data gets clarity."

getClarity is much more than a business intelligence application. getClarity is an interactive platform that provides current quantitative information for any geographic area in Canada.

With getClarity you receive unique consumer profile data derived from private and public sector sources combined with over 2.3 million business records with available SIC codes, (4 digits).

getClarity's distinctive user interface provides for multiple layers of data to be simultaneously displayed in a real-time interactive environment. This user-friendly approach allows you to better inform and educate management/executives and justify critical business decisions.

Our flexible platform can incorporate your own business data to create custom profiles, territories, and reports to match your specific needs. With our 1.7 million records analyzed each and every month you can confidently identify emerging trends, both positive and negative with time to mitigate potential threats to your business and win the information battle.

kxen
www.kxen.com
Booth P3

KXEN is revolutionizing the way companies use predictive analytics to make better decisions. Based on patented innovations, the company's flagship product, InfiniteInsight™, delivers orders of magnitude improvements in speed and agility to optimize every step in the customer lifecycle - including acquisition, cross-sell, up-sell, retention and next best activity. With traditional predictive analytics approaches, businesses spend over two-thirds of their time on activities that are manual, repetitive and prone to human error. InfiniteInsight™ has proven that a large portion of this effort can be automated while delivering accurate and robust predictive models. In days, not months. Proven with over 400 deployments at companies such as Bank of America, Barclays, Wells Fargo, Lowe's, Meredith Corporation, Rogers, and Vodafone, KXEN solutions deliver predictive power and infinite insight™. KXEN is headquartered in San Francisco, California with field offices in the U.S., Paris and London.

ASSOCIATION PARTNER

The International Institute for Analytics (IIA)
www.iianalytics.com

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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Analyticbridge
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Analyticbridge is the leading social network for professionals with focus on predictive modeling, business analytics, quantitative finance, econometrics, web mining, text mining, operations research, advanced web analytics, actuarial and decision sciences, scoring technology, KPIs and lift measurement, six sigma, risk management, bioinformatic, military intelligence and fraud detection. Founded in 2007, the network has grown to 35,000 members and operates the largest quant, bio-statistics and data mining LinkedIn groups.

CustomerThink
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CustomerThink is a global online community of business leaders striving to create profitable customer-centric enterprises. Each month, the site reaches over 200,000 subscribers and visitors from 200 countries via email, RSS, LinkedIn and Twitter. CustomerThink currently serves over 80,000 visitors per month. Our main areas of coverage are Customer Relationship Management, Customer Experience Management and Social Business. This is the place to learn about every facet of customer-centric business management in articles, blogs, interviews, and news.

KDnuggets
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KDnuggets, Data Mining Community's Top Resource for Data Mining and Analytics News, Software, Jobs, Consulting, and more.

SmartData Collection
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Smart Data Collective is a curated writer's forum and discussion site published by Social Media Today LLC. We cover business intelligence, data analytics, risk management and related topics for an audience of business leaders and IT experts. In addition to our regular blog coverage, we also produce webinars, e-books, moderated Tweet chats and other forms of digital content. We provide a platform for recognized, global authorities to share their insights about Big Data. Smart Data Collective is a rich resource for executives who seek cutting-edge analysis of the accelerating growth of data in our interconnected world

TopSEOS
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The independent authority on search vendors, topseos.com, evaluates and ranks the top internet marketing companies. Categories ranked by topseos include: search engine optimization, pay per click management, affiliate marketing, social media optimization, and many more.

Since 2002, topseos has been a trusted resource for businesses looking to launch or improve internet marketing campaigns. The pathfinder service allows topseos to work directly with you to help find companies that best fit your business needs. Why waste time searching through thousands of sites with false promises? Go straight to the authority, gain insight into the industry, and work with the best.
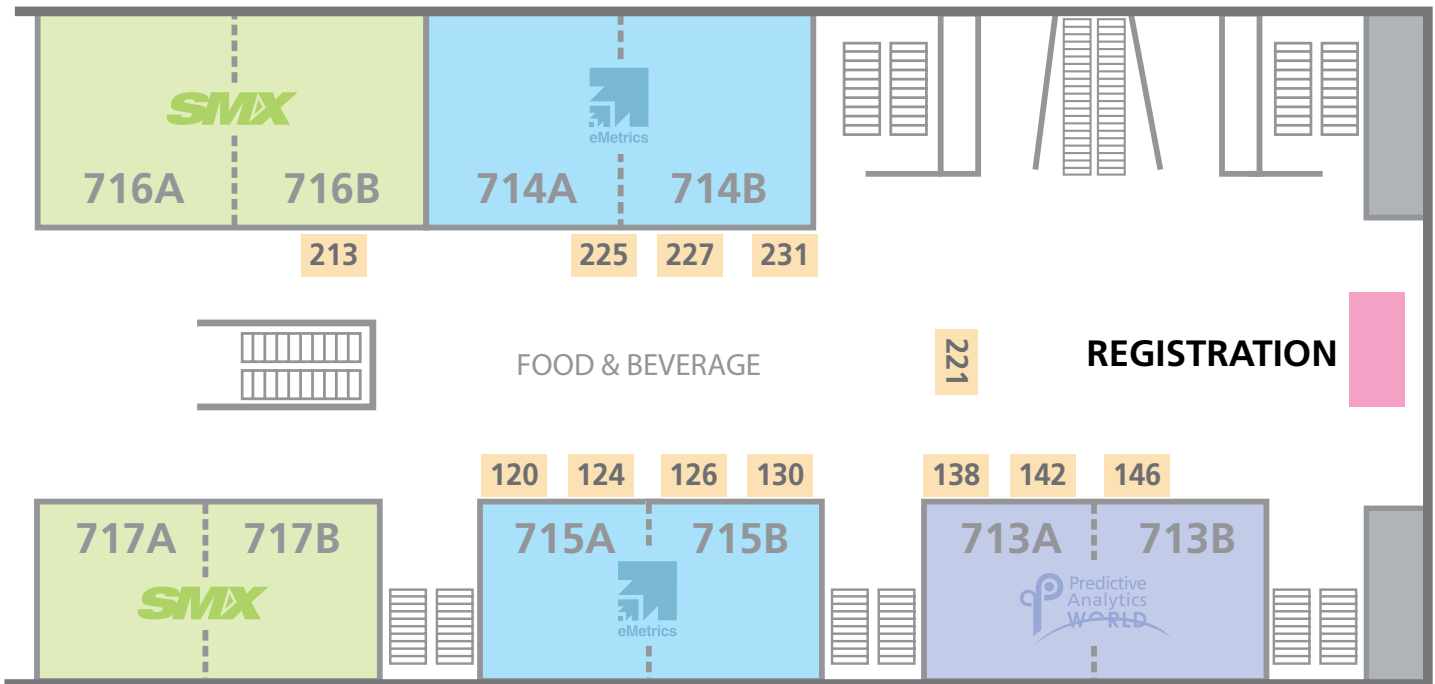
Visibility Magazine
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Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. Additionally, Visibility will reach many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.

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Chicago • Jun 24 - 27, 2012
Boston • Sep 30 - Oct 4, 2012
Stockholm • Oct 15 - 16, 2012
Düsseldorf • Nov 6 - 7, 2012
Melbourne • Nov, 2012
London • Nov 27 - 28, 2012
San Francisco • Apr 14-18, 2013

Predictive Analytics World™

Chicago • Jun 24 - 27, 2012
Washington-Gov • Sep 17 - 18, 2012
Boston • Sep 30 - Oct 4, 2012
Düsseldorf • Nov 6 - 7, 2012
London • Nov 27 - 28, 2012
San Francisco • Apr 14-19, 2013

Text Analytics WORLD

Boston • Oct 2 - 3, 2012
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SMX Paris • Jun 7 - 8, 2012
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SMX East • Oct 2 - 4, 2012
SMX Stockholm • Oct 15 - 16, 2012

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East • Oct 2012
Düsseldorf • Nov 6 - 7, 2012
London • Nov 27 - 28, 2012
San Francisco • Apr 15-17, 2013

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Boston • Sep 30 - Oct 4, 2012
San Francisco • Apr 18-19, 2013

iMC — iNTERNET MARKETING CONFERENCE

Helsinki • Oct 17 - 18, 2012
Vancouver • Oct, 2012

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Sydney • Sep 10-13, 2012
Fort Lauderdale • Oct 28 - Nov 2, 2012

Web Effectiveness Conference

Budapest • Jun 14 - 15, 2012
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Social Gaming Summit

Berlin • May 23 - 24, 2012
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SEMANTIC TECH & BUSINESS CONFERENCE

London • Sep 19 - 20, 2012
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