Keynotes & Speakers Lookbook

Predictive Analytics WORLD Business

BOSTON

Sept. 27 – Oct. 1, 2015
www.pawcon.com/boston

Dean Abbott
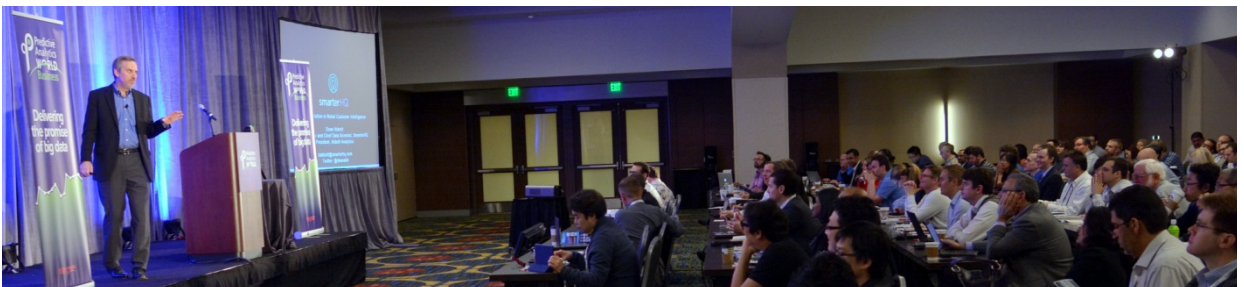
- Co-Founder and Chief Data Scientist *SmarterHQ*

Dean Abbott Bio

- Dean Abbott is Co-Founder and Chief Data Scientist of SmarterHQ, and President of Abbott Analytics, Inc. in San Diego, California. Mr. Abbott is an internationally recognized data mining and predictive analytics expert with over two decades of experience applying advanced data mining algorithms, data preparation techniques, and data visualization methods to real-world problems, including fraud detection, risk modeling, text mining, personality assessment, response modeling, survey analysis, planned giving, and predictive toxicology.

- Mr. Abbott is the author of Applied Predictive Analytics (Wiley, 2014) and co-author of IBM SPSS Modeler Cookbook (Packt Publishing, 2013). He is a highly-regarded and popular speaker at Predictive Analytics and Data Mining conferences and meetups, and is on the Advisory Boards for the UC/Irvine Predictive Analytics Certificate as well as the UCSD Data Mining Certificate programs.

- He has a B.S. in Mathematics of Computation from Rensselaer (1985) and a Master of Applied Mathematics from the University of Virginia (1987).

- You can also follow Dean on Twitter at **@deanabb.**

smarterHQ

Dean Abbott Keynote

- **The Revolution in Retail Customer Intelligence**

- In this new era of Big Data, retailers collect data in ever-increasing volume and variety. In the midst of Big Data, a revolution is taking place in how retailers gain insights about customers, whether they interact with the brand online, in stores, or both. This session will describe the transition from reporting to data-driven decisions using predictive analytics. Success requires collecting the right data, creating informative derived attributes, making this data accessible in a timely manner, and building predictive models. Examples, drawn from real-world retailers, will include shopping cart funnel management, shopping cart abandonment, marketing attribution, churn, and purchase propensity.

Patrick Surry

- Chief Data Scientist
  Hopper

Patrick Surry Bio

- As Chief Data Scientist at Hopper, Patrick Surry analyzes flight data to help consumers make smarter travel choices. Patrick is recognized as a travel expert and he frequently provides data-driven insight on the travel industry and trends.

- Patrick's research and commentary have been featured in outlets such as *New York Times, USA Today, Bloomberg Businessweek, TIME*, and many others. Patrick also regularly appears on various broadcast stations to offer travel insight and tips.

- Patrick holds a PhD in mathematics and statistics from the University of Edinburgh, where he studied optimization based on evolutionary algorithms, following an HBSc in continuum mechanics from the University of Western Ontario.

- You can also follow Patrick on Twitter at **@PatrickSurry**.

DR. PATRICK SURRY

hopper.com

BUY OR WAIT: HOW THE BUNNY PREDICTS WHEN TO BUY YOUR PLANE TICKET

YOU CAN USE THE SAME MODELS STOCK BROKERS USE TO MAP PAST FARE CHANGES TO PREDICT PRICES

USE YOUR iOS DEVICE TO RESEARCH AND MAKE YOUR PURCHASE

- BUYING AIRPLANE TICKETS SUCKS BECAUSE YOU NEVER KNOW IF YOU'RE PAYING TOO MUCH
- MANY COMPETITORS TRACK BILLIONS OF PRICES
- HOPPER IS DIFFERENT BECAUSE OF 3 TRILLION HISTORIC PRICES
- YOU'RE NOTIFIED IMMEDIATELY WHEN THERE ARE GREAT DEALS ON YOUR PLANNED TRIPS
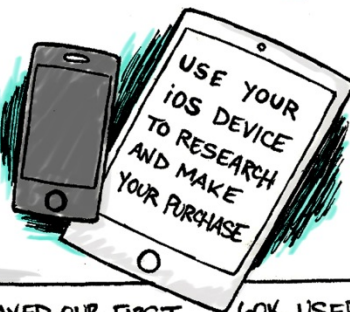
- SAVED OUR FIRST 60K USERS $2.6 M WITHIN 2M OF LAUNCH
- 3 TRILLION HISTORIC PRICES
- TRACKING 2B + FLIGHT PRICES A DAY
- 150K CONSUMERS WATCHING 275K TRIPS FOR $170M OF GB VALUE

"I WATCH 3 DESIRED TRIPS EVERY WEEK. IF ONE GETS BELOW $205, I BOOK IT! THE SIMPLICITY OF UBER FOR AIR TRAVEL!"

SAVE MONEY!!!

TheDrawShop.com

Predictive Analytics WORLD Business

Patrick Surry Keynote

- **Buy or Wait? How the Bunny Predicts When to Buy Your Plane Ticket**

- Buying a plane ticket is a time-consuming and frustrating process that often leaves the consumer unhappy…Our goal at Hopper is to bring more transparency to pricing, by giving consumers advice about where and when to fly -- and when to buy -- to save money on their air travel. We believe this helps consumers buy more quickly, with less effort, and ultimately be happier with their purchase decision. One of our key features is our "when to buy" advice: we'll watch prices for your trip continuously and alert you when we think you should buy. The question is what makes a good deal? If we're too conservative and tell you to buy too early, we risk missing out on a better deal later, but if we're too optimistic and wait too long, you could end up paying more as prices rise towards your departure date. Because prices change in unpredictable ways, at the whim of the airlines, it's impossible to know for sure. But this session will outline the predictive approaches we use to make recommendations that save about 10% on average, and up to 40% in some cases.

Christopher Wiggins

- Chief Data Scientist
  The New York Times

Christopher Wiggins Bio

- Chris Wiggins is an associate professor of applied mathematics at Columbia University and the Chief Data Scientist at The New York Times. At Columbia he is a member of the Department of Applied Physics and Applied Mathematics, founding member of the Department of Systems Biology, the executive committee of the Data Science Institute (http://datascience.columbia.edu/), and the Institute's education and entrepreneurship committees. He is also an affiliate of Columbia's Department of Statistics, an instructor in the Lede program at the Columbia University Graduate School of Journalism, and a founding member of Columbia's Center for Computational Biology and Bioinformatics (C2B2). He is a co-founder and co-organizer of hackNY (http://hackNY.org), a nonprofit which since 2010 has hosted student hackathons each semester and the hackNY Fellows Program, a structured summer internship at NYC startups, each summer. Prior to joining the faculty at Columbia he was a Courant Instructor at NYU (1998-2001) and earned his PhD at Princeton University (1993-1998) in theoretical physics. In 2014 he was elected Fellow of the American Physical Society and is a recipient of Columbia's Avanessians Diversity Award.

The New York Times

Christopher Wiggins Keynote

- **Data Science at The New York Times**

- The New York Times is a technology company which aims not only to produce great journalism but also to ensure the reach and impact of this journalism. A growing effort within the engineering division is to reframe central business and newsroom goals as machine learning tasks, including prediction tasks. I will give examples of several such machine learning challenges I have addressed in my role as Chief Data Scientist at The New York Times, and lessons learned in building a data-driven culture at a 164-year old content company.
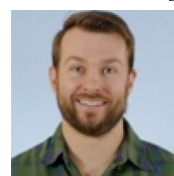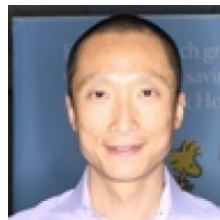
Predictive Analytics WORLD Business

- Be part of Predictive Analytics World for Business

- Boston – Seaport World Trade Center

- Sept. 27 – Oct. 1, 2015

Register:
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