



part of
 **Data Driven
Business Week™**

JUNE 25-26, 2012 • CHICAGO, IL

CONFERENCE PREVIEW

CHICAGO



www.predictiveanalyticsworld.com/chicago/2012

KEYNOTE SPEAKERS



Eric Siegel
Program Chair
Predictive Analytics World
Persuasion by the Numbers:
Optimize Marketing Influence by Predicting It



Bruno Aziza
Director, Worldwide Strategy Lead,
Business Intelligence, Microsoft
Predictive Analytics and Business Performance



Roger Craig
Analytical Jeopardy! Winner, and CEO, Cotinga
Predictive Analytics For the Win:
Data Science Meets the Quiz Show Jeopardy!

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Predictive Analytics for Business and Marketing

Your data Inside out

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Dear Analytical Innovators and Practitioners,

I invite you to join us this June in Chicago 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.

PAW's Chicago's 2012 program features over 40 sessions across two tracks - an "All Audiences" and an "Expert/Practitioner" track -- so you can witness how predictive analytics is applied at enterprises such as alphaGenius, Accenture, Allstate, BBC, City of Chicago, ebay, HP, Microsoft, MTV Networks, Nielsen, Nokia Siemens Networks, Paychex, Pfizer, Rebellion Research, SVB, Telenor, Topsy Labs, Travelers, TTX, Western Union, USPS, Wikipedia, and a whole lot more.

PAW's March agenda covers hot topics and advanced methods such as agile analytics, behavior-based advertising, blackbox trading, branch location assessment, churn modeling, clinical healthcare, cloud analytics, crowdsourcing predictive analytics, econometric indicators, education, enterprise-wide analytics, forecasting, HR analytics, insurance, list sourcing, non-profits, online marketing, real estate market scoring, risk management, social data, sports analytics, targeting direct marketing, uplift modeling, and other innovative applications that benefit organizations in new and creative ways..

Join PAW and access our premier keynotes, sessions, workshops, exposition, expert panel, live demos, networking coffee breaks, and reception.



Eric Siegel Ph.D.

Program 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 organization, there's no better place to get your bearings than Predictive Analytics World. See what other companies are doing, witness vendor demos, participate in discussions with the experts, network with your colleagues and weigh your options!

Access the free online Predictive Analytics Guide: www.pawcon.com/guide




● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

Pre-Conference Workshops: Sunday, June 24, 2012




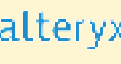




Half-Day 9:00am - 12:00pm	JMP, R, and SAS: the Beauty of Multiple Paradigms ▲ Matthew J. Flynn, Director of Claims Research, Travelers Insurance Sponsored by: 
Full-Day 9:00am - 4:30pm	Making Information Strategic with Business Analytics and Data Science ▲ Gert H. N. Laursen, Head of Customer Intelligence and Information Management, Maersk Line

CONFERENCE DAY 1: Monday, June 25, 2012

8:00-9:00am	Registration & Breakfast • Exhibit Hall Hours 8:00am-7:30pm	
9:00-9:45am	Keynote Persuasion by the Numbers: Optimize Marketing Influence by Predicting It Eric Siegel, Program Chair, Predictive Analytics World	
9:45-10:05am	Platinum Sponsor Presentation 	
10:05-10:15am	Gold Sponsor Presentation 	
10:15-10:40am	Breaks / Exhibits	
	Track 1: All Levels	Track 2: Expert/Practitioners
	Public Sector	Fraud Detection
10:40-11:00am	Case Study: City of Chicago ● Lessons from Year One: Predictive Analytics in Government Brett Goldstein, City of Chicago	Case Study: USPS Office of Inspector General ▲ Fraud Detection: Fraught with Frightful Modeling Hurdles Antonia de Medinaceli, Elder Research, Inc.
11:05-11:25am		Segment Analysis Case Study: MTV Networks ▲ Predictive Social Marketing – Sentiment Forecasting and Impact on Success John Bates, Adobe
11:30am-12:15pm	Expert Panel Wise Enterprise: Best Practices for Managing Predictive Analytics Expert Panelists Coming Soon!	
12:15-12:25pm	Gold Sponsor Presentation 	

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

12:25-12:40pm	Lightning Round 2-Minute Sponsor Presentations      	
12:40-1:40pm	Lunch / Exhibits Lunch sponsored by: 	
1:40-2:25pm	Special Plenary Session Multiple Case Studies: <i>Anheuser-Busch, the SSA, Netflix</i> Data Mining Lessons Learned - Technical & Business - From Applied Projects John Elder, CEO & Founder, Elder Research, Inc.	
2:25-2:45pm	Platinum Sponsor Presentation 	
	Track 1: All Levels	Track 2: Expert/Practitioners
2:50-3:10pm	Crowdsourcing Predictive Analytics Case Study: <i>Allstate & Wikipedia</i> ● Crowdsourcing Predictive Analytics: Why 25,000 Heads Are Better Than One Karthik Sethuraman, Kaggle	Social Media Analytics Case Study: <i>Topsy Labs</i> ▲ Leveraging Social Media to Identify Predictive Behaviors Rishab Ghosh, Topsy Labs
	Market Research Case Study: <i>Microsoft</i> ● Combining Customer Behavior & Attitudes – Newer Ways to Gather Data, Leverage Analytics & Take Smarter Product & Marketing Decisions Jeff Ahlquist, Microsoft Puneet Piplani, Mu Sigma	Social Data; Text Analytics Case Study: <i>British Broadcasting Company</i> ▲ Data Mining for Social Moderation Mark Tabladillo & Paco Gonzalez, SolidQ
3:40-4:00pm	Sponsored Lab Sponsored Lab: Live Topical Demo	Social Data for Financial Indicators Case Study: <i>AlphaGenius</i> ▲ Sentiment Investing - Above Market Returns Extracting & Analyzing Twitter & the Social Internet Randy Saaf, AlphaGenius
4:00-4:35pm	Breaks / Exhibits	
4:35-4:55pm	Customer Retention; Financial Services Case Study: <i>Paychex</i> ● Combat Client Churn with Predictive Analytics Frank Fiorille, Paychex, Inc.	Case Study: Travelers Insurance ▲ Insurance and R Matthew Flynn, Travelers Insurance

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS



	Track 1: All Levels	Track 2: Expert/Practitioners
	Enterprise-Wide Decisioning; Financial Services	Insurance & Big Data
5:00-5:20pm	Case Study: <i>Western Union</i> ● Test & Learn: The Cost Effective Crystal Ball! Clay Duan, Western Union	Case Study: <i>Allstate</i> ▲ A Brave New World - Predictive Model Development with Hadoop, Rhadoop, & R Rick Bischoff, Predictive Modeling Joe Kleinhenz, Big Data Analytics
	Blackbox Trading	Advanced Predictive Modeling Methods
5:25-5:45pm	Case Study: <i>Rebellion Research</i> ● Improving Stock Prediction Using Universal Artificial Intelligence Jeremy Newton, Rebellion Research	Case Study: <i>Nielson & A Financial Services Enterprise</i> ▲ Finding Consumers More Accurately and Actionably Using Data Mining Tools Dimitar Antov, The Nielsen Company
	Telecommunications	Analytical Traction
5:50-6:10pm	Case Study: <i>Telenor Denmark</i> ● Making a Company Turnaround in FMCG Industry Gert Laursen, Maersk Line	Case Study: <i>Interclick</i> ▲ What is the Analytic Maturity of Your Company and How Can You Improve It? Robert Grossman, Open Data Group & the University of Chicago
6:10-7:30pm	Reception / Exhibits	

CONFERENCE DAY 2: Tuesday, June 26, 2012

8:00-9:00am	Registration & Breakfast • Exhibit Hall Hours 8:00am-4:30pm
9:00-9:45am	Keynote Predictive Analytics and Business Performance Bruno Aziza, Director of Worldwide Strategy Lead in Business Intelligence, Microsoft
9:45-10:00am	Platinum Sponsor Presentation 
10:00-10:05am	Gold Sponsor Presentation 
10:05-10:15am	Gold Sponsor Presentation 
10:15-10:45am	Breaks / Exhibits

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

	Track 1: All Levels	Track 2: Expert/Practitioners
	Thought Leadership	Telecommunications
10:45-11:05am	Business Friendly Data Mining ● James Taylor, Decision Management Solutions	Case Study: Nokia-Siemens Networks ▲ Understanding Mobile User Outages: Predictive Analytics in Wireless Broadband Networks Shirish Nagaraj, R&D Engineering Manager & Kashyap Kamdar, Nokia-Siemens Networks
	Text Analytics	HR Analytics
11:05-11:25am	Cross-Language Text Analytics: Overcoming Language Barriers ● Meta Brown, LinguaSys	Case Study: U.S. Special Forces ▲ Hiring and Selecting Key Personnel Using Predictive Analytics Dean Abbott, Abbott Analytics
	Sponsored Lab	Sponsored Lab
11:30am-12:15pm	Lab Session: Live Topical Demo ● 	Lab Session: Live Topical Demo ▲ 
12:15-1:20pm	Lunch / Exhibits	
1:20-2:05pm	Keynote Predictive Analytics For the Win: Data Science Meets the Quiz Show Jeopardy! Roger Craig, Analytical Jeopardy! Winner & CEO, Cotinga	
2:05-2:10pm	Lightning Round of 2-Minute Sponsor Presentations	
2:10-2:30pm	Gold Sponsor Presentation	
	HR Analytics	Healthcare Analytics
2:35-2:55pm	Case Study: Hewlett-Packard ● An Innovative Approach to Analyze Employee Satisfaction Response in Light of Customer Satisfaction Response Jyotirmay Nag, Hewlett-Packard	Case Study: Pfizer ▲ Right Medicine, Right Patient Max Kuhn, Pfizer
	Workplace Behavior Modeling; Enterprise Dynamics	Telecommunications
3:00-3:20pm	Modeling Project Leaders' Perceptions of Their Clients ● David Perkins, Grand Canyon University	Case Study: Accenture ▲ Next Generation Mobile Analytics - Combining the Power of Real Time Data with Predictive Analytics MeiMei Lim, Accenture
3:20-3:55pm	Breaks / Exhibits	

● FOR ALL LEVELS


▲ FOR EXPERT/PRACTITIONERS

	Track 1: All Levels	Track 2: Expert/Practitioners
	Financial Services	Data Visualizations
3:55-4:15pm	Case Study: <i>Silicon Valley Bank</i> ● Advanced Analytics Inside the Banking Industry Kirtida Parikh, Silicon Valley Bank	Case Study: <i>eBay</i> ▲ Experimentation - From Visual Data Exploration to Decisions Vijay Madhavan, eBay Inc.
	Targeting Marketing	Customer Retention
4:20-4:40pm	Case Study: <i>Microsoft</i> ● Getting Management to Act on Driver Models Marco Vriens, The Modellers LLC	Case Study: <i>Hewlett-Packard</i> ▲ Modeling Consumer Attrition in a Non-Contractual Setting Pranjal Mallick & Sweta Agrawal, Hewlett-Packard
	Targeting Marketing	Real Estate Market Scoring
4:45-5:05pm	Case Study: <i>Mazda</i> ● Using Leading Indicators in the Automotive Industry - Transforming the Way Top Auto Makers Allocate Marketing Budgets Bart Flaherty & Anthony Miyake, GroupM Business Science	Case Study: <i>Altos Research</i> ▲ There & Back Again: Model Interpretability in Real Estate Market Scoring Ben Gimpert, Altos Research
	Reliability Modeling	Forecasting (Per-Product); Retail
5:10-5:30pm	Case Study: <i>TTX</i> (leading railway company) ● Predicting Wheel Failure Rate for Railcars Mahesh Kumar, Tiger Analytics	Case Study: <i>A Top Global Retailer</i> ▲ Broad Scale Predictive Modeling Optimization in Marketing and Retail Sales Felipe Fernandez, Interefe (Brazil)

Post-Conference Workshops: Wednesday, June 27, 2012

Full-Day 9:00am - 4:30pm	The Best & the Worst of Predictive Analytics: ▲ Predictive Modeling Methods & Common Data Mining Mistakes John Elder, CEO & Founder, Elder Research, Inc
Full-Day 9:00am - 4:30pm	R for Predictive Modeling: A Hands-On Introduction ▲ Max Kuhn, Director, Nonclinical Statistics, Pfizer

Post-Conference Workshop: Thursday, June 28, 2012

Full-Day 8:45am - 4:30pm	Advanced Methods Hands-on: Predictive Modeling Techniques ▲ Dean Abbott, President, Abbott Analytics Workshop sponsored by:  StatSoft®
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● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

Conference Day 1 Monday, June 25, 2012

8:00am - 7:30pm
Exhibit Hall Open

8:00-9:00am
Registration & Breakfast

9:00-9:45am
Keynote
Persuasion by the Numbers: Optimize Marketing Influence by Predicting It

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?

Speaker: Eric Siegel, Program Chair,
Predictive Analytics World

9:45-10:05am
Platinum Sponsor Presentation



10:05-10:15am
Gold Sponsor Presentation



10:15-10:40am
Breaks / Exhibits

10:40-11:25am
● Track 1: Public Sector

Case Study: City of Chicago

Lessons from Year One: Predictive Analytics in Government

Government has long lagged behind the private sector's use of data, but the new administration in Chicago aims to change that. In the first year, the Mayor appointed Chicago's first Chief Technology Officer and the nation's first municipal Chief Data Officer. Beginning to use data meaningfully in Chicago has presented many challenges and opportunities. In this presentation, the CDO will outline the lessons from the first year of bringing analytics into government. Projects include data documentation, creation of a common operating platform using NoSQL geospatial capabilities, and development of a predictive framework to capture a neighborhood's quality of life.

Speaker: Brett Goldstein, Chief Data Officer,
City of Chicago

10:40-11:00am
▲ Track 2: Fraud Detection

Case Study: USPS Office of Inspector General

Fraud Detection: Fraught with Frightful Modeling Hurdles

Building predictive models to find fraud, waste, and abuse can be an especially tricky application of data mining. Complicating factors include: frequent lack of training cases, ever-changing patterns as fraudsters adapt their schemes, high sensitivity to false positives, and the relative rarity of fraud. We describe approaches to tackling these modeling hurdles, and highlight them with examples from our consulting projects in the commercial and government arenas.

Speaker: Antonia de Medinaceli, Director of Fraud Analytics, Elder Research, Inc.

11:05-11:25am

▲ Track 2: Sentiment Analysis

Case Study: MTV Networks

Predictive Social Marketing – Sentiment Forecasting and Impact on Success

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.

Speaker: John Bates, Product Manager, Adobe

11:30am-12:15pm

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.

Expert Panelists Coming Soon!

12:15-12:25pm

Gold Sponsor Presentation



12:25-12:40pm

Lightning Round 2-Minute Sponsor Presentations



12:40-1:40pm

Lunch / Exhibits

Lunch sponsored by:



1:40-2:25pm

Special Plenary Session

Multiple Case Studies: Anheuser-Busch, the SSA, Netflix

Data Mining Lessons Learned - Technical & Business - From Applied Projects

In the recounting of analytics projects, my favorite part is "the reveal": where the idea that turned things around is disclosed. Often disarmingly simple (in retrospect) it is virtually always preceded by waves of failure. Yet failure, or at least an environment shockingly tolerant of it, may be essential to the emergence of such breakthroughs.

I will tell tales of some favorite "reveals" that led to technical successes. But, a true win must also be a business success. This requires dealing well with idiosyncratic carbon-based life forms. So we'll also discuss the (painfully acquired) lessons in the parallel universe of business.

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

2:25-2:45pm

Platinum Sponsor Presentation **Deloitte.**

2:50-3:10pm

● **Track 1: Crowdsourcing Predictive Analytics**

Case Study: Allstate & Wikipedia

**Crowdsourcing Predictive Analytics:
Why 25,000 Heads Are Better Than One**

Astronomical amounts of data -- measured in exabytes -- are being created each day. This has not only made it difficult for companies to cope with the deluge but has also made it harder for them to make sense of it all. While there has been a lot of development in recent years around tools to manage large volumes of data, there has been very little progress on efficient ways to tease out trends from the data and gain actionable insights. Crowdsourcing the analysis task through public data mining competitions addresses this critical need in the marketplace. In this session we will discuss how Allstate, a forward-thinking fortune-100 company, found an innovative way to leverage the power of crowdsourced analytics for predicting insurance claims based on vehicle data. We will also talk about how Wikimedia Foundation tapped into the collective talent of data scientists around the world to predict editor churn. These competitions have shown that this approach is not just efficient but also creates highly predictive models, which have beaten internal benchmarks on every occasion.

Speaker: Karthik Sethuraman, Director of Analytic Solutions, Kaggle

2:50-3:10pm

▲ **Track 2: Social Media Analytics**

Case Study: Topsy Labs

**Leveraging Social Media to Identify
Predictive Behaviors**

Millions of people communicate every day within social networks around the globe. If businesses can quantify and qualify what people are saying about their products and services in realtime, they can utilize this intelligence to adjust messaging, product and corporate strategies. Topsy Labs is a social search and analytics platform that processes social sources to enable businesses globally to apply social intelligence to realtime decisioning. This session will dive into the world of realtime social analytics and discuss the methods used along with benefits accrued.

Speaker: Rishab Ghosh, Co-Founder & Vice President of Research, Topsy Labs

3:15-3:35pm

● **Track 1: Market Research**

Case Study: Microsoft

**Combining Customer Behavior & Attitudes
Newer Ways to Gather Data, Leverage
Analytics & Take Smarter Product &
Marketing Decisions**

Traditionally, product and marketing teams have relied heavily on surveys to understand customer perceptions with little or no visibility into how customers use or interact with products. In reality, it is usage that influences perceptions that in turn leads to customer actions like repurchase and recommendation. Hence linking behavior and attitude enables organizations to better understand customers and thereby take more informed decisions.

In this session Jeff Ahlquist, Research Director at Microsoft with the help of a case study talks about how Microsoft is leveraging telemetry, market research surveys, big data technologies and predictive analytics to understand customers more intimately.

Speaker: Jeff Ahlquist, Director of Market Research, Microsoft Corporation & Puneet Piplani, Senior Vice President, Mu Sigma

3:15-3:35pm

▲ **Track 2: Social Data; Text Analytics**

**Case Study: British Broadcasting
Company**

Data Mining for Social Moderation

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.

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

3:40-4:00pm

Sponsored Lab: Live Topical Demo

3:40-4:00pm

▲ **Track 2: Social Data for Financial Indicators**

Case Study: AlphaGenius

Sentiment Investing - Above Market Returns Extracting & Analyzing Twitter & the Social Internet

For the first time in human history a collective measurement of sentiment can be taken from Twitter and the social Internet. The data is often free and available for everyone to see. The challenges for prediction is collecting, normalizing, and analyzing the unstructured data. AlphaGenius can describe our process of doing this for building investing models.

Speaker: Randy Saaf, CEO & Founder, AlphaGenius

4:00-4:35pm

Break / Exhibits

4:35-4:55pm

● **Track 1:**

Customer Retention; Financial Services

Case Study: Paychex

Combat Client Churn with Predictive Analytics

In economic conditions such as this, it is critical for businesses to have a stronghold on their client retention efforts. Historically, it has been shown that businesses excelling in this arena are often better positioned for long-term success and possess a competitive advantage. To optimize 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 minimized. 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.

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

4:35-4:55pm

▲ **Track 2:**

Case Study: Travelers Insurance Insurance and R

Connecting to additional software tools from R creates additional analytic bandwidth. Cross-tool communication takes the strengths from multiple tools and empowers the analyst with tools where the sum is more than the parts. More bandwidth means more analytic productivity! Combining tools provides a better match of analyst skill levels to tools and takes advantage of smarter automation to enable/empower the analyst to concentrate on creating more value.

My motivation - to help two groups of analysts here at Travelers, 1) experienced modelers who wish to explore sophisticated modeling tools in R, and 2) new grads who come to us with strong R backgrounds but limited skills with commercial enterprise analytics tools. In order to be productive, both groups need to access company data and high-performance software which is located on central UNIX servers (AIX and Linux) and access to company data repositories such as downstream databases, they need to manipulate and summarize that data, then bring it down to R on the desktop. To date, this is a very manual time-consuming process. Recent versions of enterprise analytics tools have added capabilities to access R. Taking another approach, an R package helps communicate with the enterprise commercial tools. The key component that makes this possible is other R packages that provide communication via MS Windows COM facilities to access the automation objects and integration technologies on the desktop.

Speaker: Matthew Flynn, Director of Claim Research, Travelers Insurance

5:00-5:20pm

● **Track 1: Enterprise-Wide Decisioning; Financial Services**

Case Study: Western Union

Test & Learn: The Cost Effective Crystal Ball!

Reliable small scale in-market testing (of products, services, marketing, store layout, etc., etc.) can help companies avoid costly mistakes and prevent strategic blunders prior to full scale rollout. Often times, company executives across different verticals are faced with mak-

ing serious decisions that requires geo-level (store, DMA, zip code etc) instead of consumer level controlled testing. The challenge is how do you separate treatment effects of a specific business initiative from other uncontrollable effects in order to make an informed judgment? As data grows exponentially with technological advances and competition gets fiercer with globalization, a sophisticated test & learn capability is a must-have for companies seeking to gain competitive advantage from analytics.

Speaker: Clay Duan, Director of Global Customer Analytics, Western Union

5:00-5:20pm

▲ Track 2: Insurance & Big data

Case Study: Allstate

A Brave New World - Predictive Model Development with Hadoop, Rhadoop, & R

Big data is everywhere and new tools are emerging to harvest its predictive value. In this talk, we'll share our experience -- the good, the bad, and the ugly -- with moving into the world of Hadoop and R for predictive modeling. What questions did we have going in? How did they change along the way? What new problems did R and Hadoop create? We'll share what we learned and what we'd do differently if we were starting again.

Speakers: Rick Bischoff, Fellow, Predictive Modeling & Joe Kleinhenz, Director, Big Data Analytics

5:25-5:45pm

● Track 1: Blackbox Trading

Case Study: Rebellion Research

Improving Stock Prediction Using Universal Artificial Intelligence

Using examples from Rebellion Research's experience in improving its models, this talk will highlight how principles from Solomonoff Induction can be used in extracting value from large high-dimensional spaces. Specifically, this talk will focus on how Rebellion utilized universal AI and induction concepts to aid in factor selection and reduce the original model's search space to improve out of sample predictive ability.

Speaker: Jeremy Newton, Chief Science Officer, Rebellion Research

5:25-5:45pm

▲ Track 2:

Advanced Predictive Modeling Methods

Case Study: Nielson & a financial services enterprise

Finding Consumers More Accurately and Actionably Using Data Mining Tools

Being able to type consumers into specific segments is an important problem. Parametric models, like discriminant analysis, are often used to predict classification into consumer segments. Our experience is that these models suffer from predictability, inability to tolerate missing values, and lack of flexibility in trade-offs between predictability, purity, and complexity. Classification trees have produced better results. In addition to improved accuracy, they offer greater adaptability for business needs (e.g. number of variables included, the way the inputs will be collected). We provide a case study in which classification trees provided superior accuracy and actionability to a financial services client.

Speaker: Dimitar Antov, Project Director, The Nielsen Company

5:50-6:10pm

● Track 1: Telecommunications

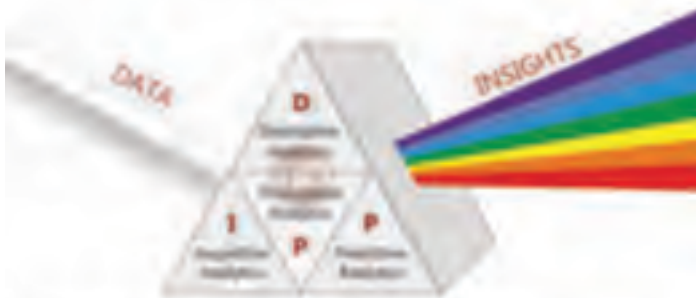
Case Study: Telenor Denmark

Making a company turnaround in FMCG industry

The second largest Danish telecommunication provider was losing its customer base fast. During the single worst month it lost 14% of its subscribers. The company suffered from a series of processes that made the customers leave and a product range that was not aligned with the market needs. Learn how a systematic analytical approach to these business problems helped Telenor Denmark in turning a large financial deficit into a surplus in less than 6 months using analytics.

Speaker: Gert Laursen, Head of Customer Intelligence & Information Management, Maersk Line

Institutionalizing Decision Support and Analytics



Mu Sigma believes analytics is a tool for decision sciences (along with business knowledge and technological know-how) that should explain what is happening, why it happened and what will happen (using our DIPP™ framework); in the process enabling our clients to make better **Data Driven Decisions** in their business environments.

Let's play the notes of **D**escriptive, **I**nquisitive, **P**redictive and **P**rescriptive Analytics in the right fervor.

Realize the potential of institutionalizing analytics by partnering with the world's largest pure-play analytics company.

We are a Gold Sponsor

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5:50-6:10pm

▲ Track 2: Analytical Traction

What is the Analytic Maturity of Your Company and How Can You Improve It?

The Software Capability Maturity Model has proven its value over time and allows companies to assess their software development processes and to improve them over time. Today, there is no similar model for evaluating the analytic maturity of an organization. In this talk, we describe an Analytic Maturity Model that we have developed and tested over the past four years that enables companies to build better analytic models. We discuss eight steps that your company can take to improve its analytic maturity. We also share the results of a survey of over 20 companies that assessed their analytic maturity.

Speaker: Robert Grossman, Partner, Open Data Group & Professor, the University of Chicago

6:10-7:30pm

Reception / Exhibits

Conference Day 2 Tuesday, June 26, 2012

8:00am - 4:30pm

Exhibit Hall Open

8:00-9:00am

Registration & Breakfast

9:00-9:45am

Keynote

Predictive Analytics and Business Performance

In this session, Bruno Aziza will discuss the challenges organizations face with Analytics and Performance. This participative session will provide first-hand accounts from Fortune 500 companies who are winning by building accountability, intelligence, and informed decision-making into their organizational DNA.

Speaker: Bruno Aziza, Director of Worldwide Strategy Lead in Business Intelligence, Microsoft

9:45-10:00am

Platinum Sponsor Presentation



10:00-10:05am

Gold Sponsor Presentation



10:05-10:10am

Gold Sponsor Presentation



10:10-10:55am

Breaks / Exhibits

10:45-11:05am

● Track 1: Thought Leadership

Business Friendly Data Mining

Organizations that are more sophisticated with analytics are more likely to be top business performers. But too often there are gaps in understanding between business, IT and analytics teams. Gaps in building business understanding lead to analytic models that don't have business value and gaps in implementation lead to models that take months or years to adopt or never get adopted at all. Wasted effort and "good" models that just sit on the shelf gathering dust are the result. In this session, James Taylor outlines some proven techniques for improving business/analytics/IT collaboration, clarifying data mining goals and enabling rapid deployment of models in systems.

Speaker: James Taylor, CEO, Decision Management Solutions

10:45-11:05am

▲ Track 2: Telecommunications

Case Study: Nokia-Siemens Networks

Understanding Mobile User Outages: Predictive Analytics in Wireless Broadband Networks

Today's Telecom service providers are rapidly evolving their network, adding 4G/broadband capabilities to satisfy the ever increasing data demand from an exponen-

tially growing smart phone user population. In this work, we focus on case study relating to service availability and continuity for a major 4G customer in a live mobile broadband network. We set up a supervised learning problem to predict customer outages utilizing field data in such a mobile network. Results using non-linear regression and ensemble techniques are shown to provide key variable importance measures and further suggest concrete recommendations for improving network performance and user experience.

Speakers: Shirish Nagaraj, R&D Engineering Manager & Kashyap Kamdar, CTO, Advanced Technologies in the Application & Services, Nokia-Siemens Networks

11:05-11:25am

● Track 1: Text Analytics

Cross-Language Text Analytics: Overcoming Language Barriers

A brand manager wonders what consumers throughout Asia think about soft drinks. An intelligence analyst suspects a terrorist group is organizing a bombing online. Engineers must investigate quality problems leading to complaints around the world. Each of them needs information locked in some form of text, but the person who needs the information doesn't know the language of the source text.

In this session you will learn:

- Steps for deriving subject and sentiment categorizations from foreign language text
- How performing text analytics on automatically translated text wastes resources and produces poor results
- Why cross-lingual text analytics offers unique opportunities to support business growth.

Speaker: Meta Brown, General Manager of Analytics, LinguaSys

11:05-11:25am

▲ Track 2: HR Analytics

Case Study: U.S. Special Forces

Hiring and Selecting Key Personnel Using Predictive Analytics

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.

Speaker: Dean Abbott, President, Abbott Analytics

11:30am-12:15pm

Sponsored Lab: Live Topical Demo

alteryx

11:30am-12:15pm

Sponsored Lab: Live Topical Demo

IBM

12:15-1:20pm

Lunch / Exhibits

1:20-2:05pm

Keynote

Predictive Analytics For the Win: Data Science Meets the Quiz Show Jeopardy!

Speaker: Roger Craig, CEO, Cotinga LLC

2:05-2:10pm

Gold Sponsor Presentation

2:20-2:25pm

Lightning Round of 2-Minute Sponsor Presentations

2:35-2:55pm

● **Track 1: HR Analytics**

Case Study: Hewlett-Packard

An Innovative Approach to Analyze Employee Satisfaction Response in Light of Customer Satisfaction Response

HR teams often face difficulty in prioritizing the areas of improvement around employee satisfaction mainly due to lack of benchmark figures available. So, we linked employee satisfaction with customer satisfaction and see the effect of former on latter in helping business to identify opportunity areas. Here an innovative method, surrogate regression analysis, was developed where the entire dataset was transformed to surrogate values keeping the essence of original data by running multiple simulations. This helped us in avoiding the trouble of utilizing the ordinal survey data for causal analysis required for this purpose.

Speaker: Jyotirmay Nag, Business Analyst of RnD Analytics, Hewlett-Packard

2:35-2:55pm

▲ **Track 2: Healthcare Analytics**

Case Study: Pfizer

Right Medicine, Right Patient

Can predictive modeling improve patient care? A wealth of data exists in large healthcare databases on patient disease characteristics and their response to specific treatments. Max will discuss some of the technical and non-technical issues in providing care providers with quantitative results related to how individual patients might response to therapies.

Speaker: Max Kuhn, Director of Nonclinical Statistics, Pfizer

3:00-3:20pm

● **Track 1: Workplace Behavior Modeling;
Enterprise Dynamics**

**Modeling Project Leaders' Perceptions
of Their Clients**

Based on a survey of project managers across several industries, this presentation will summarize various models that were developed in order to gain insight into certain project manager perceptions of project sponsor behaviors. Specific project sponsor related behaviors addressed include: project manager trust in the project sponsor, perceived project sponsor openness to information, and perceived project sponsor use of power. Use of distribution fitting and simulation software will be highlighted. A key lesson learned from this study is that distribution fitting and simulation techniques can be used to gain greater insight into workplace behaviors.

Speaker: David Perkins, Associate Professor of Business, Grand Canyon University

3:00-3:20pm

▲ **Track 2: Telecommunications**

Case Study: Accenture

**Next Generation Mobile Analytics -
Combining the Power of Real Time
Data with Predictive Analytics**

As the mobile markets become more competitive, it becomes much harder to fulfill demanding subscribers who have complex needs. This has caused operators losing millions of dollars due to high churn issue. This session shows how we combine the power of traditional predictive modeling with real time data. Predictive modeling is used to understand the probability a subscriber is going to churn based on historical data while real time data is used to trigger and enhance the predictive power. To ensure the right level of investment, offer optimization is applied to offer the most relevant treatments to the subscribers.

Speaker: MeiMei Lim, Principal, Accenture

3:20-3:55pm

Breaks / Exhibits

3:55-4:15pm

● **Track 1: Financial Services**

Case Study: Silicon Valley Bank

**Advanced Analytics inside the Banking
Industry**

One of the critical goals of a financial institution is revenue growth. The mantra being to reduce leakage/attrition, expand and strengthen relationships with current clients by cross-selling additional products/services, and to acquire new clients. Data mining, advanced analytics help in each of the three areas mentioned above. In this session, I would like to share the type of information regarding current clients that help profile them and apply predictive modeling to understand: - Who is likely to purchase additional products? - What they might need next? - More importantly, how can we transform these insights into actions? A clear vision, efficient planning and effective implementation to translate vision into reality along with appropriate actions helps move the needle!

Speaker: Kirtida Parikh, Director & Head, Enterprise Business Analytics, Silicon Valley Bank

3:55-4:15pm

▲ **Track 2: Data Visualization**

Case Study: eBay

**Experimentation - From Visual Data
Exploration to Decisions**

Speaker: Vijay Madhavan, eBay Inc.

4:20-4:40pm

● **Track 1: Targeting Marketing**

Case Study: Microsoft

**Getting Management to Act on Driver
Models**

As a Marketing Director, you committed to increasing the top-2 box satisfaction number by 5%. The satisfaction attributes in a survey are heavily inter-correlated and many standard techniques will not give stable and valid priorities leading to missed opportunities and comprised willingness to act on the insights. This problem is very wide-

spread. A case study of a major Technology firm shows how a Bayesian statistical framework leads to stable and valid identification of management's priorities and leads to insights that are more easily accepted and acted on as indicated by feedback from 15 marketing directors.

Speaker: Marco Vriens, Senior Vice President, The Modellers LLC

4:20-4:40pm

▲ Track 2: Customer Retention

Case Study: Hewlett-Packard

Modeling Consumer Attrition in a Non-Contractual Setting

Consumer attrition is a poignant issue in a non-contractual setting like HP where the relationship duration with a customer is not observable. Modeling consumer attrition using purchase behavior patterns would help in devising differential targeting strategies based on the risk of attrition. We allow a customer twice her maximum inter-purchase time from her last purchase to return, else we consider her as attrited. Usual classification methods like Logistic Regression, fail to capture the complex, non-linear relationship in the data. We use an adaptive learning algorithm - artificial neural network - to address the unique traits of HP customers.

Speakers: Pranjal Mallick, Project Manager & Sweta Agrawal, Analytics Consultant, Hewlett-Packard

4:45-5:05pm

● Track 1: Targeting Marketing

Case Study: Mazda

Using Leading Indicators in the Automotive Industry - Transforming the Way Top Auto Makers Allocate Marketing Budgets

The automotive industry is a great example of an industry that's in the process of transforming the way they make marketing decisions and allocate budgets, from a traditional "what we did last year and gut feel" approach to a science based process that will optimize their marketing investments. As competitive pressures in the automo-

tive industry continue to rise and digital continues to gain strength as a powerful media channel that delivers strong ROI, top auto companies have seen the marketing accountability bar rising. As that bar rises we see executives putting pressure on the marketing organization to ensure that investments in all marketing channels are more measurable, accountable, and transparent. More than ever, marketers have to demonstrate a direct link with business results and positive ROI for their entire marketing budget. This presentation synthesizes learnings at both the industry and brand/nameplate-level regarding leading indicators in the automotive industry. While some of the indicators have been widely known, such as average fleet age, other leading indicators have more recently gained importance due to the speed of their availability. The presentation will also highlight the importance of leading indicators and how the analytics could be applied to other industries and brands to gain an earlier insight into business performance and create a better opportunity for course correction.

Speakers: Bart Flaherty, CEO & Anthony Miyake, Chief Economist, GroupM Business Science

4:45-5:05pm

▲ Track 2: Real Estate Market Scoring

Case Study: Altos Research

There & Back Again: Model Interpretability in Real Estate Market Scoring

Seasoned predictive analytics practitioners understand that simple "accuracy" is the beginning of model validation not the end. Perfect accuracy on your own training data is trivial. How confident are we in our predictions during truly unprecedented scenarios? The business builds confidence and optimizes "variance" by involving itself in the gritty modeling process. Black boxes are difficult for the business to interpret so improving robustness often means going back to more transparent models. Ben will present a case study in local residential real estate market scoring when non-parametric ensemble methods were left behind for marginally less accurate but interpretable linear models.

Speaker: Ben Gimpert, Chief Technology Officer, Altos Research

5:10-5:30pm

● **Track 1: Reliability Modeling**

Case Study: TTX (leading railway company)

Predicting Wheel Failure Rate for Railcars

One of the biggest costs in the railcar leasing industry is the repair and maintenance of its inventory of wheels. We worked with a leading railway company to predict the failure rate of its wheels. Using 30 years of historical data, we developed survival models for wheels while incorporating factors such as anticipated mileage, wheel type, wheel size, location, etc. Effects of weather and seasonality due to transportation demand were also incorporated in the model. The model resulted in less than 1.5% of error on validation data and is being used by the customer for the planning of 2012 budget.

Speaker: Mahesh Kumar, CEO, Tiger Analytics

5:10-5:30pm

▲ **Track 2: Forecasting (Per-Product); Retail**

Case Study: A Top Global Retailer

Broad Scale Predictive Modeling

Optimization in Marketing and Retail Sales

This case study will show how we created an automated, high-speed prediction/optimization system by leveraging data mining. Our system predicts retail sales on a product-by-product basis throughout a network of retail stores and is used for planning, logistics, and optimization with respect to pricing, promotion and assortment. There were many challenges, as we work with more than 100,000 products, operate networks of hundreds of brick and mortar stores and predictions must be updated frequently. Additionally there were constraints related to product promotion and contracts with suppliers that limited our flexibility. We overcame our challenges and achieved new levels of accuracy and reliability.

Speaker: Felipe Fernandez, CEO & Partner, Interefe (Brazil)

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Sunday, June 24, 2012

Half-Day Workshop • 9:00am - 12:00pm

JMP, R, and SAS: The Beauty of Multiple Paradigms

Sponsored By  Statistical Discovery from SAS

Intended Audience

Practitioners familiar with at least one and preferably two of the three analytic programs. JMP, SAS, or R who are interested in learning ways to leverage the strengths of combining the use of multiple tools.

Knowledge Level

Hands-on experience with at least one and preferably two of the three analytic tools is sufficient background and preparation to participate in this workshop.

Workshop Description

This half-day workshop provides a hands-on experience to leverage the strengths of JMP, R and SAS. Whether your starting point is JMP, R or SAS, you will see practical examples of how these popular analysis tools work together to give you more options, making your analysis efforts more efficient and effective. With add-ins you can create and enable others in your organization to be more efficient and effective.

The instructor, an experienced SAS predictive modeler and JMP/R scripter, will lead participants with hands-on combinations of JMP, R, and SAS including:

- A short Introduction/review of the R language
- A review of the JMP interface and the JMP Scripting Language (JSL) focusing on R functions
- A tour of a variety of methods to interact from JMP to R
- Methods & functions to interact from JMP to SAS
- A short overview of methods to interact directly from SAS to R
- Going the opposite direction - ways to interact from R to JMP and SAS
- Putting it all together – develop JMP Add-ins to share your tool creations with colleagues

Hardware: Bring Your Own Laptop

Each workshop participant is required to bring their own laptop running Windows. R, is free and readily available for download. A trial version of JMP will be made available to all registered participants prior to the workshop. Access to SAS will be available during the workshop.

Attendees receive an electronic copy of the course materials and related JMP, SAS and R code examples at the conclusion of the workshop.

Instructor



Matthew J. Flynn, PhD
Director of Claims Research,
Travelers Insurance

Matt Flynn is Director of Claim Research at Travelers Insurance where he provides SAS statistical modeling expertise to assist business customers in maximizing the use of analytic and research results as the basis for data-driven business decision-making.

A SAS programmer and modeler for more than a dozen years, more recently he is also a very big fan of JMP & R scripting.

Prior to joining Travelers, Matt was a Solutions Architect for SAS Financial Services Business Unit. Matt holds a Ph.D. in Finance from Purdue University in addition to B.A. and M.A. in Economics from Wayne State University.

Active in the Property and Casualty Actuarial Society and with SAS Users groups, Matt has presented multiple times at CAS Research and SAS/NESUG conferences, most recently at the JMP Discovery Summit and A2011.

Schedule

- Workshop Program Starts at 9:00am
- Morning Break at 10:25 - 10:40am
- Workshop Ends at 12:00pm

Sunday, June 24, 2012

Full-Day Workshop • 9:00am - 4:30pm

Making Information Strategic with Business Analytics and Data Science

Intended Audience

Analysts that have realized that their organization doesn't want 'servers and algorithms', but wants to improve the way it works.

Managers who needs to understand how you work with information on a strategic level.

Persons responsible for implementing analytical projects.

Knowledge Level

No programming knowledge or in depth analytical knowledge required.

Participants will however benefit from bringing their business strategy and their organization's broad objectives for employing business analytics before they participate in the course.

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

Workshop Description

This course will give you a holistic perspective on how business analytics can leverage information to support or even revolutionize the way you do business. Overall, you will learn how to pick your analytical projects and how to implement them.

Topics Covered

- This process starts with presenting how you can support your business strategy before, during and after its creation. Hence we will look into what a business strategy is, how organizations compete and how information is leverages to make a difference.
- After the implementation of a new business strategy within functions such as marketing, sales or other operational realms, new objectives are often spawned. We will cover methods by which you can use analytics to move these initiatives forward.
- In order to identify the information needs of an organization, we will look into the tool box of the analyst, and cover her best practices. How do you interview stakeholders, which overall analytical tools exist and when should they be used?
- We will also briefly touch upon what a data warehouse is and how analysts must best execute on data sourcing in general.
- Since large analytical projects often are implemented within the analytics department, we will look into how to integrate external stakeholders, smoothly execute change management, and assess whether the organization is ready to begin a given analytical initiative in the first place.

This workshop builds a framework that provides an overall approach for working with analytics. Each individual step in the process will be presented via examples. You are also encouraged to bring you own business plans for class discussions.

Instructor



Gert H. N. Laursen

**Head of Customer
Intelligence and Information
Management, Maersk Line**

Based in Denmark, Gert H. N. Laursen works for Maersk Line as head of global Customer Intelligence and Information management. He has work as a strategy consultant with a particular focus on information management implementation. He worked several years in the Telecom industry, primarily within strategy creation and decision support (i.e. Business Intelligence and Analytics). His experience in information management also includes being responsible for SPSS/IBM national training centers in Denmark. The first 5 years of his career he spent working as a scientist within human resources and cultural development.

Mr. Laursen holds a Master degree in international marketing (one semester from Sheffield- Hallam University), an Executive MBA from Henley management school and a PMI green belt in Lean/six sigma (process optimization).

Within the last 3 years Mr. Laursen has published 3 books on the strategic use of information and has spoken at various events in Europe, Asia and America. He is married and has two children, Victoria at 4 and Lucas at 7 years of age. In his spare time he enjoys sailing, traveling and playing American style pool.

The instructor has worked as an analyst, statistics trainer, BI consultant, and developer of information strategies - as such, he has hands-on experience across all of this workshop's topics.

Schedule

- Workshop Program Starts at 9:00am
- First Morning Break at 10:00 - 10:15am
- Second Morning Break at 11:15 - 11:30am
- Lunch Provided at 12:30 - 1:15pm
- First Afternoon Break at 2:00 - 2:15pm
- Second Afternoon Break at 3:15 - 3:30pm
- Workshop Ends at 4:30pm

Wednesday, June 27, 2012

Full-Day Workshop • 9:00am - 4:30pm

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

Intended Audience

Practitioners: Analysts who would like a tangible introduction to predictive analytics

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.

Workshop Description

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

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

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

The key to successfully leveraging these methods is to avoid “worst practices”. It’s all too easy to go too far in one’s analysis and “torture the data until it confesses” or otherwise doom predictive models to fail where they really matter: on new situations.

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

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

Instructor



John Elder
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.

Schedule

- Workshop Program Starts at 9:00am
- First Morning Break at 10:00 - 10:15am
- Second Morning Break at 11:15 - 11:30am
- Lunch Provided at 12:30 - 1:15pm
- First Afternoon Break at 2:00 - 2:15pm
- Second Afternoon Break at 3:15 - 3:30pm
- Workshop Ends at 4:30pm

Wednesday, June 27, 2012

Full-Day Workshop • 9:00am - 4:30pm

R for Predictive Modeling: A Hands-On Introduction

Intended Audience

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

Knowledge Level

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

Workshop Description

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

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

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

Hardware: Bring Your Own Laptop

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

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

Instructor



Max Kuhn
Director,
Nonclinical Statistics, Pfizer

Max Kuhn is a Director of Nonclinical Statistics at Pfizer Global R&D in Connecticut. He has been apply models in the pharmaceutical industries for over 15 years.

He is a leading R developer and the author of several R packages including the CARET package that provides a simple and consistent interface to over 100 predictive models available in R.

Mr. Kuhn has taught courses on modeling within Pfizer and externally, including a class for the India Ministry of Information Technology.

Schedule

- Workshop Program Starts at 9:00am
- Morning Break at 10:30 - 11:00am
- Lunch Provided at 12:30 - 1:15pm
- Afternoon Break at 2:30 - 3:00pm
- Workshop Ends at 4:30pm

Thursday, June 28, 2012
Full-Day Workshop • 8:45am - 4:30pm

Sponsored By  **StatSoft®**

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 effect 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 Starts at 8:45am
- Workshop Program Starts at 9:00am
- Morning Break at 10:30 - 11:00am
- Lunch Provided at 12:30 - 1:15pm
- Afternoon Break at 2:30 - 3:00pm
- Workshop Ends at 4:30pm

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).

Predictive Analytics Applied – An Online Introduction

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

Online 5 ½-Hour Training Program:

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

Intended Audience:

Managers. Project leaders, directors, CXOs, vice presidents, investors and decision makers of any kind involved with analytics, direct marketing or online marketing activities.

Marketers. Personnel running or supporting direct marketing, response modeling, or online marketing who wish to improve response rates and increase campaign ROI for retention, upsell and cross-sell.

Technology Experts. Analysts, BI directors, developers, DBAs, data warehouseers, web analysts, and consultants who wish to extend their expertise to predictive analytics.

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

Attendees will receive 3 months of unlimited online access, a course materials book, and a certificate of completion.

Workshop Description

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

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

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

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

Instructor



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

The president of Prediction Impact, Inc. and the conference chair of Predictive Analytics World and Text Analytics World, Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University, where he won the engineering school's award for teaching, including graduate-level courses in machine learning and intelligent systems - the academic terms for predictive analytics. After Columbia, Dr. Siegel co-founded two software companies for customer profiling and data mining, and then started Prediction Impact in 2003, providing predictive analytics services and training to mid-tier through Fortune 100 companies.

Dr. Siegel is the instructor of the acclaimed training program, Predictive Analytics for Business, Marketing and Web, and this 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 program committees, has chaired a AAAI Symposium held at MIT.

Predictive Analytics Applied – An Online Introduction (cont)

Online Course Content and Format

Predictive Analytics Applied includes four jam-packed training modules of 60-90 minutes each, totaling 5 1/2 hours of viewing time.

This online program is internationally-friendly - registrants have participated remotely from Canada, China, Finland, France, Germany, India, Italy, The Netherlands, Portugal, Russia, Scotland, South Africa, Turkey, United Arab Emirates, United Kingdom, United States, and Uruguay.

Online Training Participants Receive

- **Unlimited access for three months:** View the training module videos as many times as desired for three months, easily skipping to any topic or sub-topic of the training program.
- **Certificate of completion:** An official Prediction Impact certificate with your name and the instructor's signature.
- **Course materials book:** Over 100 pages of material that corresponds with the presentation slides shown in the training videos (one book page per slide), and contains additional detailed notes, references and pointers to online resources.

Online Video Format

This online training program consists of high-quality videos recorded for online viewing (not the recording of a live seminar). The videos consist of training content, software demos and intermittent instructor appearances, with verbal instruction throughout. The video image is large - the resolution is 800 by 600 (960 by 655 including video control areas), which is a large portion of your screen - possibly the entirety of your screen, depending on its resolution.

Each of the four training modules of this self-paced e-learning program may be viewed at your convenience, pausing, rewinding and fast-forwarding as needed. Within each module, jump to each sub-topic immediately with a single click, and, within each sub-topic, step forward and back at will.

Since the contents are concentrated, a recommended pace is to view one module per week. On the faster side, the entire program may be "crammed" in just four days by viewing one 60-to-90 minute module per day.

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 a wide range of business problems.
- **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.

Registrants for Predictive Analytics Applied Receive

- **On-demand access for three months:** View the training module videos as many times as desired for three months, with easy navigation to any topic or sub-topic of the training program. This gives you the opportunity to revisit portions of the course as needed, even after attending Predictive Analytics World.
- **Course materials book:** Over 100 pages of material that corresponds with the presentation slides shown in the training videos (one book page per slide), and contains additional detailed notes, references and pointers to online resources.
- **Certificate of completion:** An official Prediction Impact certificate with your name and the instructor's signature.

System Requirements to View this Online Training Program

1. High-speed Internet connection
2. Adobe Flash Player 9 installed

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



Eric Siegel
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**



Bruno Aziza
Director of Worldwide Strategy
Lead in Business Intelligence, Microsoft

Bruno Aziza is a recognized authority on Strategy Execution, Business Intelligence and Information Management. He is the co-author of best-selling book, "Drive Business Performance: Enabling a Culture of Intelligent Execution" and a Fellow at the Advanced Performance Institute, a world-leading and independent advisory group specialized in organizational performance. Drs. Kaplan & Norton, of Balanced Scorecard fame, praise Aziza for moving "the field of performance management forward in important new directions."

Aziza's work has been featured in publications across North America, Europe and Asia such as Business Finance magazine, Intelligent Enterprise, CRM magazine and others. Aziza has held management positions at Apple Inc., Business Objects (SAP), AppStream (Symantec) and Decathlon SA. He currently works on Microsoft Business Intelligence go-to-market strategy and execution for partners, services, sales and marketing. Aziza lives in Seattle with his family and enjoys sports and travelling.

He regularly provides views on leadership and performance on the SuccessFactors thought leader Network, the CIO Network and Forbes Magazine. Aziza is the host of BizIntelligence.TV - a leading weekly show on Business Intelligence and Analytics. An award-winning speaker, Aziza frequently keynotes international events and has shared the stage with executives and thought leaders such as Dr. Kaplan. Aziza's biggest crowd to date is 5,000 people.

Keynote: Predictive Analytics & Business Performance



Roger Craig
CEO,
Cotinga LLC

Roger Craig is the CEO and cofounder of Cotinga LLC, a predictive analytics consulting firm based in New York City. He has 8 years of experience applying predictive analytics methods to various problems in academia, government, and industry. Fields in which he has researched and developed applications include protein-protein interaction prediction, RNA & protein engineering, and text analytics. In 2010 and 2011, Roger appeared on the quiz show Jeopardy! where he set several records and became the 4th highest winning contestant in the show's history. Text mining and predictive analytics methods similar to IBM's DeepQA Watson project were instrumental in his success on the show. Craig received his B.S. degrees in Biology & Biochemistry from Virginia Tech and his M.S. & Ph.D. in Computer Science from the University of Delaware.

**Keynote: Predictive Analytics For the Win:
Data Science Meets the Quiz Show Jeopardy!**

View our other speaker bios at:
www.predictiveanalyticworld.com/chicago/2012/speakers.php

Passes	Regular Price ENDS JUNE 24	Onsite Price
Two Day Conference Pass Monday 6/25 & Tuesday 6/26	\$1,890	\$2,090
2 Day PAW / eMetrics Combo Pass Monday 6/25 - Wednesday 6/27	\$2,050	\$2,250
Social Networking Pass Monday June 25 or Tuesday June 26 (Access to Exhibit Hall and Keynotes Only)	\$150	\$150
Exhibit Hall Only Passes	\$25	\$45

PAW Workshops <small>(see Overview)</small>		
Online Introduction to Predictive Analytics <i>On-Demand</i> Save \$100 if you register for this Online Program along with a 2 Day or Combo Conference Pass	\$495 (\$395 with 2 Day Pass)	\$495 (\$395 with 2 Day Pass)
JMP, R, and SAS: The Beauty of Multiple Paradigms Sunday, June 24 (Half Day)	\$595	\$595
Making Information Strategic with Business Analytics: Analytics: From Strategy down to Data Source Sunday, June 24 (Full Day)	\$995	\$995
Hands-On Intro to R Wednesday June 27 (Full Day)	\$995	\$995
Predictive Modeling Methods Wednesday June 27 (Full Day)	\$995	\$995
Advanced Methods Hands-on Thursday June 28 (Full Day)	\$995	\$995

eMetrics Marketing Optimization Summit Workshops - Full Day <i>These workshops, co-located with PAW, cover hot topics in web analytics and online marketing optimization, but may not include content on predictive analytics. You may register for these workshops as part of the PAW registration process.</i>		
Introduction to Web Analytics 101 Sunday, June 24 (Full Day)	\$900	\$1000
Applying Web Analytics 102 Wednesday, June 27 (Full Day)	\$900	\$1000
Register for both WAA Base Camp Workshops and SAVE!	\$1,350	\$1,500
Pimp Your Reports Wednesday, June 27 (Full Day)	\$900	\$1,000
Roadmap to Online Analytics Success Wednesday, June 27 (Full Day)	\$900	\$1,000

Includes breakfasts, lunches, priceless networking during coffee breaks, the PAW Reception, and full access to program sessions and sponsor expositions.

Bring the Team Offer

Each additional attendee from the same company registered at the same time receives an extra \$200 off the Two Day Pass.



Hotel Rooms and Location

VENUE

McCormick Place, West Building
2301 S. Lake Shore Drive
Chicago, Illinois 60616

HOTEL

Hyatt Regency McCormick Place
2233 South Martin L. King Drive,
Chicago, Illinois, USA 60616-9985



HOTEL RESERVATIONS

There are a limited number of rooms at Hyatt McCormick Place which can be booked at the Data Driven Business Week Group Rate of \$199 plus taxes for a single or double room. The rate is available until June 1, 2012 and are available by calling 888-421-1442 and referencing Data Driven Business Week.

The group rate will be available until June 1st or until the block is sold out, whichever comes first.

HOTEL OVERVIEW

Step into our wood paneled lobby filled with comfortable leather seating groups and your preconceived notion of convention hotels is dispelled immediately. Here, chic yet inviting décor, superb service and luxurious amenities enhance your guest experience from the moment you enter our welcoming Chicago South Loop hotel. Take in the incredible views of downtown from contemporary guestrooms. Savor a variety of delicious cuisines in our popular restaurants. Relax in our indoor pool and StayFit™ fitness center.

Connected via enclosed skybridge to North America's largest conference center, we offer the most comprehensive event venues of all hotels in Chicago, Illinois; making us ideal for everything from group meetings to reunions and weddings. With thoughtful features designed to pamper every guest, natural lighting throughout and an attentive staff, our versatile Chicago Hyatt hotel remains the preferred choice for visitors year after year.

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Deloitte.

About Deloitte's Analytics approach.

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

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

IBM
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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.

ForeSee Results
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As the leader in customer satisfaction measurement, ForeSee Results captures and analyzes voice of customer data to help organizations increase loyalty, recommendations and marketing value. Using a patented, scientific methodology developed at the University of Michigan, ForeSee Results identifies improvements across all channels and touch points that drive customer satisfaction. With over 55 million survey responses collected to date and benchmarks across dozens of industries, ForeSee Results offers unparalleled expertise in customer satisfaction measurement and management around the globe. ForeSee Results can be found online at ForeSeeResults.com.

Pitney Bowes
www.pb.com/software.shtml



Pitney Bowes Software is a wholly owned subsidiary of Pitney Bowes Inc. and is the software division that provides the technology and services that enable organizations to have lifetime relationships with their customers.

Our proven solutions enable organizations to engage with each of their customers as individuals and to connect every customer communication - outbound, inbound, marketing, sales or service - into an ongoing dialogue where customer insight and understanding forms the basis for each and every interaction.

We help organizations enhance the lifetime value of their customer relationships through a suite of innovative and compelling capabilities that integrate data management, location intelligence, sophisticated predictive analytics, rules based decision making and cross-channel customer interaction management.

Together with PBS, organizations can achieve more valuable & long standing customer relationships built on trust, relevancy and outstanding customer experiences as well as delivering significant operational efficiencies for enhanced profitability and shareholder value.

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JMP Pro, statistical discovery software from SAS, gives you the power of data visualization, exploration, statistical data analysis and data mining in an in-memory, desktop-based environment. It dynamically links statistics with graphics to make information accessible in ways a spreadsheet never could, letting you explore relationships, see hidden trends and easily communicate your findings. JMP Pro, Version 10, our new release, adds model comparison provisions for comparing fits across multiple fit predictions, one-click bootstrapping for most statistics in JMP reports and an advanced platform for partial least squares (PLS) regression with enhanced features. Import, process, model, and visualize data, even those with millions of records, in just seconds.

Mu Sigma
www.mu-sigma.com



Mu Sigma is a leading provider of decision sciences and analytics services, helping companies institutionalize data-driven decision making.

Mu Sigma works with market-leading companies across multiple verticals, solving high impact business problems in the areas of Marketing, Supply Chain and Risk Analytics. With over 50 Fortune 500 clients and about 1300 analytics professionals, Mu Sigma has disrupted the analytics industry by integrating the disciplines of business, math, and technology in a sustainable global delivery model. Further, analytical assets developed by Mu Sigma's innovation and development team ensure a competitive edge to clients. Mu Sigma is head-quartered in Chicago with its main delivery center in Bangalore, India and is arguably the world's largest pure-play decision sciences and analytics services company.

For more information, please visit www.mu-sigma.com

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Alteryx
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Alteryx provides indispensable analytic solutions for enterprise and SMB companies making critical decisions about how to expand and grow. Our product, Alteryx Strategic Analytics, is a desktop-to-cloud Agile BI and analytics solution designed for data artisans and business leaders that brings together the market knowledge, location insight, and business intelligence today's organizations require. For more than a decade, Alteryx has enabled strategic planning executives to identify and seize market opportunities, outsmart their competitors, and drive more revenue. Customers like Experian Marketing Services and McDonald's rely on Alteryx daily for their most important decisions. Headquartered in Irvine, California, and with offices in Boulder and San Francisco, Alteryx empowers 250+ customers and 200,000+ users worldwide.

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StatSoft
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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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Decision Systems Inc. www.decisionsystems.com



Decision Systems Inc. provides performance management, advanced analytical solutions and datamining, to a variety of industries. Decision Systems was founded in 1989 to meet the expanding need for consultants in these fields, and has been instrumental in introducing and customizing technology solutions for clients ever since. Current clients include the Major League Baseball Players Assoc. (MLBPA), IPEX Inc., and others. Decision Systems PolyVista for IBM Cognos TM1 provides advanced discovery, data mining, text mining and data visualization of multidimensional databases. Users of PolyVista include Southwest Airlines, HP, Trane and others. Decision Systems Inc. is an IBM Advanced Business Partner with headquarters in Northbrook Illinois and offices in Los Angeles, California.

Pervasive Software www.PervasiveBigData.com



Pervasive Software products deliver extreme performance and extreme economics for big data analytics and integration. With options for on-premises and cloud-based deployment, our data mining software and dataflow engine represent the new software platform for data-intensive analytics and preparation applications spanning claims processing, risk analysis, fraud detection, data mining, predictive analytics, sales optimization and marketing analytics. Pervasive products have a proven track record of delivering value to tens of thousands of customers worldwide, often embedded within partners' software, with breakthrough performance, flexibility, reliability and return on investment.

For additional information, please go to www.PervasiveBigData.com

Salford Systems www.salford-systems.com



Salford Systems is an award-winning analytics software development and consulting company with a proven record of technical and practical excellence. We offer a highly accurate, ultra-fast predictive analytics and data mining platform for developing models from databases of any size, complexity, or organization. Our technologies span classification, regression, missing value analysis, and clustering/segmentation. Core components of our Salford Predictive Modeler™ (SPM) platform include CART®, MARS®, TreeNet® and RandomForests®. Our automation accelerates the process of model building by conducting substantial portions of the model exploration and refinement process for the analyst. While the analyst is always in full control, we optionally anticipate the analyst's next best steps and package a complete set of results from alternative modeling strategies for easy review. Applications span fraud detection, credit scoring, market research segmentation, direct marketing, drug discovery and risk management. Industries using Salford Systems products and services include banking, insurance, healthcare, telecommunications, transportation, manufacturing, and education.

TIBCO www.tibco.com



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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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.

Tom Sawyer
www.tomsawyer.com



Tom Sawyer Software is the leading provider of enterprise software for building advanced data visualization and analysis applications. These applications are used to discover hidden patterns, outliers and key trends in large, disparate data sets. Together with traditional analytics tools, the advanced visualization and analysis applications provide a robust portfolio of analytics to better understand Big Data.

Tom Sawyer Software products are used by enterprise and government organizations, as well as software vendors, in telecommunications, financial services, criminal investigation, and defense intelligence to better understand emerging trends and opportunities in their data assets. Tom Sawyer Software technology powers the solutions by CA, Oracle, IBM, Cisco, and many others.

Wolfram Research
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Wolfram Research is the company where "computation meets knowledge." A powerhouse in technical innovation, it pursues a long-term vision to develop the science, technology, and tools to make computation an ever-more-potent force in today's and tomorrow's world. The company is the developer of/Mathematica/, the ultimate computation platform used by millions around the world, and Wolfram|Alpha, the widely

used and continually growing computational knowledge engine released in May 2009. Wolfram Research also sponsors the world's largest free network of technical information websites, including /MathWorld/-the #1 website devoted to mathematics--and the Wolfram Demonstrations Project. For more information, visit the company website.

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www.analytics.northwestern.edu



Launching in September 2012, the Northwestern University Master of Science in Analytics will address the growing need for professional expertise in data analytics. This full-time, 15-month, on-campus professional master's degree program will immerse a limited number of highly accomplished students in a comprehensive and applied curriculum exploring the underlying data science, information technology and business of analytics. Key to the success of the Master of Science in Analytics is linking our talented, enthusiastic students with the organizations at the forefront of data utilization. Stop by to find out more about the program and how we collaborate with industry.

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The Institute for Operations Research and the Management Sciences (INFORMS) is the largest professional society in the world for professionals in the field of operations research (O.R.), management science, and business analytics. INFORMS serves the scientific and professional needs of Operations Researchers and those in Management Sciences and Analytics including educators, scientists, students, managers, and consultants. The Institute serves as a focal point for analytics professionals, permitting them to communicate with each other and reach out to other professional societies, as well as the varied clientele of the profession's research and practice.

Plan to attend INFORMS Conference on Business Analytics and Operations Research, April 15-17, 2012, Huntington Beach, California.

II Analytics
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

For more information visit: <http://iianalytics.com>

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Analyticbridge

www.analyticbridge.com



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

www.customerthink.com



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.

Data Science Central

www.datasciencecentral.com



Data Science Central is an online resource for Big Data Practitioners. Featuring news, commentary, and social networking, DSC covers analytics, visualization, integration, tools and trends, and also provides an outlet for career opportunities.

KDnuggets

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

Smart Data Collective

www.smartdatacollective.com

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

www.topseos.com



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

www.visibilitymagazine.com



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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 Stockholm • Oct 15 - 16, 2012
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 Melbourne • Nov, 2012
 London • Nov 27 - 28, 2012
 San Francisco • Apr 14 - 18, 2013



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