



MARCH 18 - MARCH 21, 2013 • TORONTO, CANADA

CONFERENCE GUIDE



www.predictiveanalyticsworld.com/toronto/2013

KEYNOTE SPEAKERS



Richard Boire
Founding Partner
Boire Filler Group



Brett Mooney
Head of Consumer
Card Acquisition
American Express

Plus special plenary sessions
from industry heavy-weight:




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

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Predictive Analytics for Business and Marketing



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Want to learn more, please visit www.deloitte.com/ca/analytics or contact one of our leaders:

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Americas Leader
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Tom Peters
Consumer Products and
Retail Analytics Leader
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Dear Innovators and Analytical Practitioners,

I invite you to join us this March 18th-21st, 2013 in Toronto, 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 2013 Toronto program will feature over 20 sessions with case studies across 2 tracks: 1) All Audiences and 2) Expert/Practitioner so you can witness how predictive analytics is applied at leading enterprises such as Boire Filler Group, Broadspire, Data Insight Group, Dell, MailChimp, Monster, Paychex, Pitney Bowes, Ritre, Scotiabank, TD Bank Group Canada, Wells Fargo and many more.

Recognizing the over arching conference's theme of Big Data and its impact on predictive analytics, the agenda also covers hot topics and advanced methods such as Brand Analytics, Churn Modeling, Data Visualization, Financial Services, Insurance, Military, Net Lift, Recruitment Analytics, Retail, Spam Detection, 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.

Sincerely,



Richard Boire
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

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Predictive Analytics World

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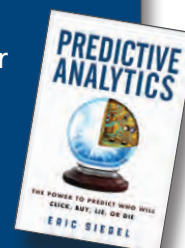
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Conference attendees
will receive a free
copy of PAW founder
Eric Siegel's book:

**Predictive Analytics:
The Power to Predict
Who Will Click, Buy,
Lie, or Die**



**Stop by the feedback lounge located across from the registration area to share your thoughts about the event!
You'll be entered for a chance to win a free conference pass and hotel stay to any Rising Media 2014 North American Conference!**

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

Pre-Conference Workshop: Monday, March 18, 2013

FULL-DAY WORKSHOP

8:45am-4:30pm

Advanced Methods Hands-On: Predictive Modeling Techniques ●

Dean Abbott, Abbott Analytics, Inc.

Room: 711

Pre-Conference Workshop: Tuesday, March 19, 2013

FULL-DAY WORKSHOP

9:00am-4:30pm

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

Dr. John Elder, Elder Research, Inc.

Room: 711

DAY 1: Wednesday, March 20, 2013

8:00-9:00am

Registration & Networking Breakfast • Room: Foyer

9:00-9:05am

Conference Chair Welcome Remarks • Room: 713

Richard Boire, Predictive Analytics World Toronto

9:05-9:20am

Diamond Sponsor Presentation • Room: 713

Wading Into Big Data Waters: When To Tread Lightly and When To Dive In

Jane Griffin, Deloitte

Deloitte.

9:20-10:10am

Keynote • Room: 713

The Challenge of Data (Big or Small) in Predictive Analytics

Richard Boire, Boire Filler Group

10:10-10:40am

Exhibits & Morning Coffee Break • Room: Foyer

10:40-10:50am

Gold Sponsor Presentation • Room: 713


Analytics & Crunching the Future

Stuart Rose, SAS Institute

sas | THE POWER TO KNOW.

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

	Track 1: All Levels	Track 2: Expert/Practitioners
10:50-11:35am	Churn Modeling • Room: 711	Financial Services • Room: 713
	Case Study: <i>Data Insight Group</i> ● Divide and Conquer: Enhancing Predictions Through Segmentation Emma Warrillow, Data Insight Group	Case Study: <i>Scotiabank</i> ▲ Mortgage Liquidation Model Building and Application Jane Zhong, Scotiabank Wenlei Shi, Scotiabank
11:40am-12:25pm	Spam Detection • Room: 711	Thought Leadership • Room: 713
	Case Study: <i>MailChimp.com</i> ● Monkeys & Math: How MailChimp Catches Bad Guys John Foreman, MailChimp.com	My Five Predictive Analytics Pet Peeves ▲ Dean Abbott, Abbott Analytics, Inc.
12:25-1:30pm	Lunch • Room: Foyer	
1:30-2:15pm	Special Plenary Session • Room: 713 Becoming an Ace with a Robot as your Wingman! Dr. John Elder, Elder Research, Inc.	
2:15-2:30pm	Lightning Round of 2-Minute Sponsor Presentations • Room: 713   	
2:35-3:20pm	Military • Room: 711	Brand Analytics • Room: 713
	Case Study: <i>RITRE</i> ● The New Intelligence Tradecraft: Case Studies of Activity Based Intelligence Enabled by the Application of Predictive Analytics Tools on Big Data - a Discussion of Experience and Future Potential Joseph D. Fagnoli, RITRE Corporation	Case Study: <i>Dell</i> ▲ The Illusive Brand: How to Measure Brand and the Communications Focused On It Natalie Kortum, Dell
3:20-3:50pm	Exhibits & Afternoon Break • Room: Foyer	

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

	Track 1: All Levels	Track 2: Expert/Practitioners
	Brand Analytics • Room: 713	Insurance • Room: 711
3:50-4:35pm	Case Study: <i>a Fortune 500 Company</i> ● Using Attitudinal Behaviour to Determine Media Spend Shel Smith, Twenty Ten	Case Study: <i>Broadspire</i> ▲ To Sue or Not to Sue: Predicting Litigation Risk Gary Anderberg, Broadspire Bangalore Gunashakar, Broadspire Sergo Grigalashvili, Crawford & Company
4:40-5:30pm	Panel Discussion • Room: 713 Predictive Analytics in Insurance Risk Moderator: Stuart Rose, SAS Institute Panelists: Jamie McDougall, Personal Insurance Solutions Hashmat Rohian, Aviva Canada	
5:30-7:00pm	Networking Reception • Room: Foyer	

DAY 2: Thursday, March 21, 2013

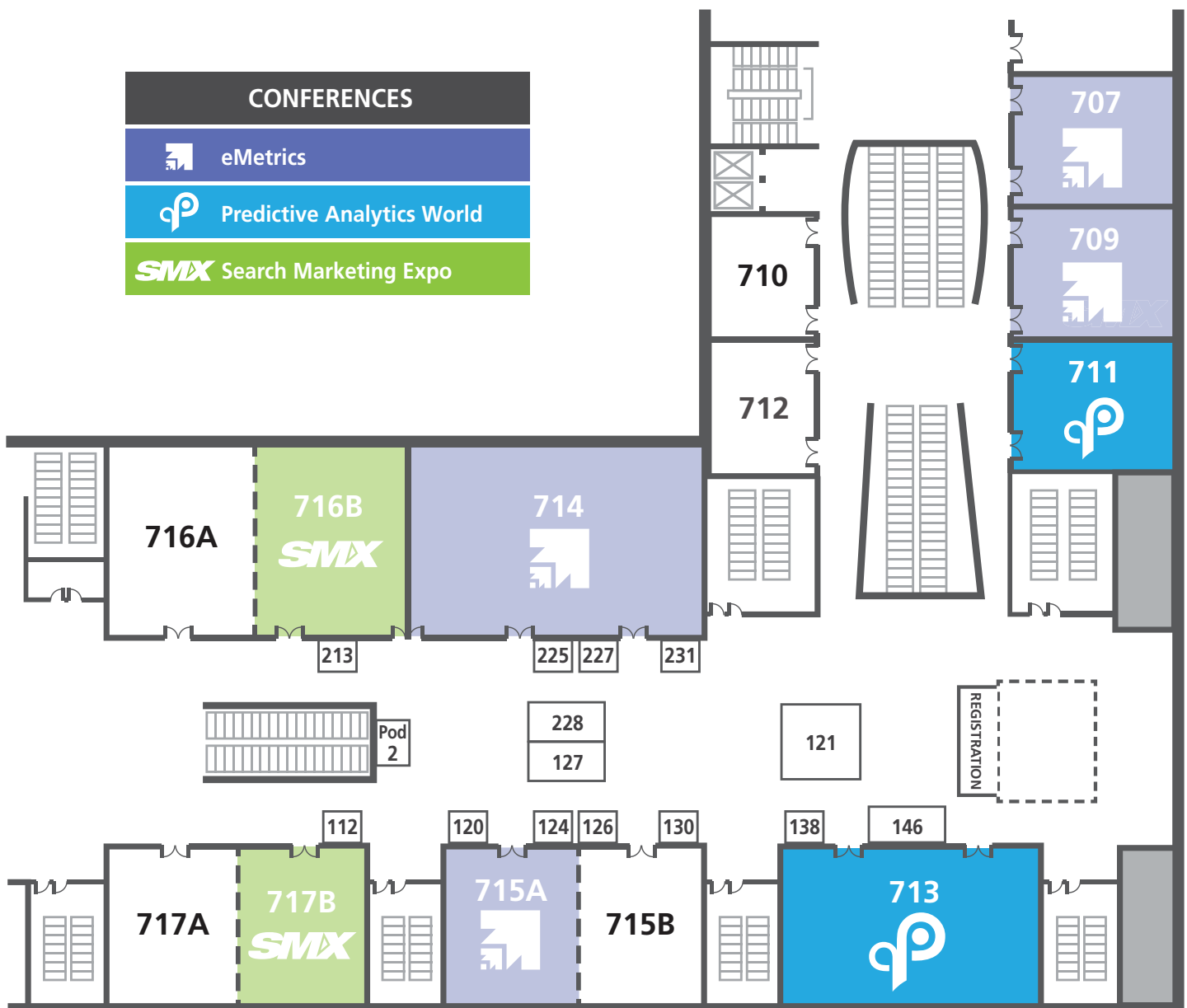
8:00-9:00am	Registration & Networking Breakfast • Room: Foyer	
9:00-9:05am	Conference Chair Welcome Remarks • Room: 713 Richard Boire, Predictive Analytics World Toronto	
9:05-9:55am	Keynote • Room: 713 Enabling Data Driven Marketing in a Digital and Social World Brett Mooney, American Express	
9:55-10:50am	Exhibits & Morning Coffee Break • Room: Foyer	
	Track 1: All Levels	Track 2: Expert/Practitioners
	Recruitment Analytics • Room: 711	Retail • Room: 713
10:50-11:35am	Case Study: <i>Talent Analytics</i> ● Using Analytics to Build Your Analytics Bench: Announcing 2012 Analytics Professionals Study Results Greta Roberts, International Institute for Analytics	Case Study: <i>MakePlain/Boire Filler Group</i> ▲ The Exploding World of Data: The Retail Impact Larry Filler, Boire Filler Group Gary Sarrenvirta, MakePlain Corp.

● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

	Track 1: All Levels	Track 2: Expert/Practitioners
	Big Data Analytics • Room: 713	Net Lift • Room: 711
11:40am-12:25pm	Case Study: <i>Precog</i> ● The Productization of Predictive Analytics John De Goes, Precog	Case Study: <i>Pitney Bowes</i> ▲ Uplift Modeling in Theory & Practice Dr. Patrick Surry, Pitney Bowes
12:25-1:40pm	Lunch • Room: Foyer	
1:40-2:25pm	Plenary Session • Room: 713 Case Study: <i>Sport Analytics Institute</i> Succeeding with Analytics in Professional Hockey - Now and Into the Future Kevin Mongeon, Sports Analytics Institute Mike Boyle, Sports Analytics Institute Dan MacKinnon, Pittsburgh Penguins	
2:30-3:15pm	Panel Discussion • Room: 713 What is Big Data Analytics: A Canadian Perspective Moderator: Richard Boire, Boire Filler Group Panelists: Dean Abbott, Abbott Analytics, Inc. and Rupen Seoni, Environics Analytics	
3:15-3:50pm	Exhibits & Afternoon Break • Room: Foyer	
	Data Visualization • Room: 713	Recruitment Analytics • Room: 711
3:50-4:35pm	Case Study: <i>Wells Fargo</i> ● Data Visualization Design Using Shneiderman's Mantra: Overview First, Zoom and Filter, Then Details-On-Demand Dana Zuber, Wells Fargo	Case Study: <i>Monster</i> ▲ Win With Advanced Analytics Jean-Paul Isson, Monster Worldwide
	Churn Modeling • Room: 711	Financial Services • Room: 713
4:40-5:30pm	Case Study: <i>Paychex</i> ● Customer Retention: Pulling the Needle from the Haystack Erika McBride, Paychex, Inc. Brian Seeley, Paychex, Inc.	Case Study: <i>TD Bank</i> ▲ Marketing Predictive Models (Response, Survival and Premium Models) for Credit Card Insurance Dr. Hasan Mytkolli, TD Bank Group Canada Dr. Dragos Calitoiu, TD Bank Group Canada

Metro Toronto Convention Centre South Building



● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

Conference Day 1

Wednesday, March 20, 2013

8:00-9:00am • Room: Foyer

Registration & Networking Breakfast

9:00-9:05am • Room: 713

Conference Chair Welcome Remarks

Speaker: Richard Boire, Conference Chair,
Predictive Analytics World Toronto

9:05-9:20am • Room: 713

Diamond Sponsor Presentation

Deloitte.

Wading Into Big Data Waters: When To Tread Lightly and When To Dive In

"Big Data" – By now, you know it's big news – perhaps bigger, even, than the name suggests. Big data refers not only to the historic influx of structured and non-structured data from non-traditional sources, but also to the big questions facing organizations wading into big data waters: How do we store, analyze and harness this data? Will it really change how we understand and respond to customers? And when should you be cautious about Big Data?

Join Jane Griffin as she shares how organizations can corral on big data to enable business decisions and bring agility to their business intelligence.

Speaker: Jane Griffin, Executive Advisor, Deloitte Canada

9:20-10:10am • Room: 713

Keynote

The Challenge of Data (Big or Small) in Predictive Analytics

Big Data is the latest buzzword in business circles today. How do we deal with exploding volumes of data? The world of predictive data analytics and data mining has

always dealt with big data but the digital world and social media have increased this to a new scale. Are there disciplines and practices that deal with analytics of big data? More importantly, how differently do practitioners need to evolve their practices to reflect the new reality?

This session will look at how practitioners integrate the Big Data practices of the "old world" vs. the "new world." For example, what are the types of "Big Data" practices that have been consistently applied in predictive analytics projects over the last 20 years and which are currently still reliable today? Yet, practitioners need to also ware of new practices and approaches that attempt to meet this increasing demand for more time-sensitive solutions particularly within the social media space. Finally, this session will look at how practitioners should draw on their knowledge of the old and the new data environments in order to identify what makes sense in delivering solutions within this new frenetic environment.

Speaker: Richard Boire, Founding Partner, Boire Filler Group

10:10-10:40am • Room: Foyer

Exhibits & Morning Coffee Break

10:40-10:50am • Room: 713

Gold Sponsor Presentation



Analytics & Crunching the Future.

Presentation Details: This 7-8 minute presentation will provide a non-industry specific overview on where analytics has come from, up to present day, with a vision to the future. The presentation will touch on the impact and implications that Big Data has had on the Analytic community and the resulting technological response from vendors in the form of High Performance Analytics and data visualization.

Speaker: Stuart Rose, Global Insurance Marketing Manager, SAS Institute

10:50-11:35am • Room: 711

Track 1: Churn Modeling ●

Case Study: *Data Insight Group*

Divide and Conquer: Enhancing Predictions through Segmentation

This session explores how segmentation and modeling can be integrated to achieve better business results. At the same time, the session explores when it does and does not make sense to build a multi-model approach within multiple segments where reduction of churn is the ultimate business objective.

Speaker: Emma Warrillow, President, Data Insight Group

10:50-11:35am • Room: 713

Track 2: Financial Services ▲

Case Study: *Scotiabank*

Mortgage Liquidation Model Building and Application

The purpose of development of a mortgage liquidation model is to enable Group Treasury and Asset Liability Management to reduce cash flow uncertainty and improve budgeting and hedge effectiveness. A multinomial logistic regression model was built to predict two mortgage events: full payment and early renewal. The model was vetted by the validation team, and applied to cash flow analysis and gap reporting.

Speakers: Jane Zhong, Senior Manager of Predictive Analytics, Scotiabank

Wenlei Shi, Data Mining Analyst, Scotiabank

11:40am-12:25pm • Room: 711

Track 1: Spam Detection ●

Case Study: *MailChimp.com*

Monkeys & Math: How MailChimp Catches Bad Guys

Hear from MailChimp's Chief Scientist John Foreman as he dishes on dirty data and demonstrates the latest in MailChimp's anti-abuse artificial intelligence. MailChimp

sends 3 billion emails a month for their millions of users, and they can't afford to let a drop of spam go out. Learn how the company is using cutting edge NoSQL solutions and predictive models to leave the bad guys out in the cold.

Speaker: John Foreman, Chief Scientist, MailChimp.com

11:40am-12:25pm • Room: 713

Track 2: Thought Leadership ▲

My Five Predictive Analytics Pet Peeves

Predictive Analytics (PA) has become increasingly mature as a technical discipline over the past decade in part because it stands on the shoulders of the related disciplines of data mining and machine learning. However, there are recurring themes that permeate discussion boards and conferences that have become my personal pet peeves. This talk examines five of them and why they matter to practitioners, including why we must have humility in how far data science and algorithms can take us, and the value of business objectives, measuring "success," and measuring "significance."

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

12:25-1:30pm • Room: Foyer

Lunch / Exhibits

1:30-2:15pm • Room: 713

Special Plenary Session

Becoming an Ace with a Robot as your Wingman!

Humans and computers have strengths that are more complementary than alike – to the point where a sophisticated algorithm may be the best "2nd person" to put on a complex task. Yet, our and computer analytic weaknesses are surprisingly severe. To explore how to improve the man/machine partnership, we compare and contrast natural and artificial intelligence, with special attention to the growing realization of how challenging it is to think truly rationally.

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

2:15-2:30pm • Room: 713

Lightning Round of 2-Minute Sponsor Presentations



2:35-3:20pm • Room: 711

Track 1: Military ●

Case Study: *RITRE*

The New Intelligence Tradecraft: Case Studies of Activity Based Intelligence Enabled by the Application of Predictive Analytics Tools on Big Data - a Discussion of Experience and Future Potential

Military Intelligence has been one of the leading areas in the application of analytical processes to predict events. Previously, the analyst would assess and compare bits and pieces of raw information, and synthesize findings into an intelligence product to reflect enemy capabilities and vulnerability. In an era of rapidly multiplying data sources and data volumes, the pace of innovation has expanded dramatically and outcomes are optimized when decision makers experience a shared situational awareness which is enriched when we are able to leapfrog into the world of predictive analytics by exposing and aligning data streams in near real time.

Speaker: Joseph D. Fargnoli, Fellow, RITRE Corporation

2:35-3:20pm • Room: 713

Track 2: Brand Analytics ▲

Case Study: *Dell*

The Illusive Brand: How to Measure Brand and the Communications Focused On It

Measuring a brand health is very difficult and can be convoluted. Often, if you have multiple metrics such as NPS or survey results, they will not align on how your brand health is changing. Helping business leaders understand how they

can impact brand health is even more difficult. Natalie will present ideas on how to model out marketing's impacts on the brand, measuring the long-term impacts of an over-riding campaign, and how to handle differing trends from various brand health metrics. In addition, we will discuss how to explain these models and their errors to decision makers.

Speaker: Natalie Kortum, Marketing Decision Scientist, Dell

3:20-3:50pm • Room: Foyer

Exhibits & Afternoon Break

3:50-4:35pm • Room: 713

Track 1: Brand Analytics ●

Case Study: *A Fortune 500 Company*

Using Attitudinal Behaviour to Determine Media Spend

With one of their clients being a key manufacturer of diapers, this organization demonstrated how data could be used to determine their key areas of media spend. In targeting their efforts to Moms, the organization redefined their target segment as the Ultra Value Conscious Mom. Data was then used to determine the ideal media that contained more consumers who fit the Ultra Value Conscious Mom.

Speaker: Shel Smith, Senior Principal, Twenty Ten

3:50-4:35pm • Room: 711

Track 2: Insurance ▲

Case Study: *Broadspire*

To Sue or Not to Sue: Predicting Litigation Risk

Litigation is a major cost factor in handling casualty claims. Follow the development and testing of a "double barreled" litigation prediction application for our claims system and our parallel e-Triage system, which provides a richer data environment for certain types of insurance claims. This is a major enhancement of a robust predictive system now in

use for over six years and an expansion of predictive know-how to control claim costs. See how we apply our continuous improvement philosophy to making predictive analytics a core competency inside an industry leading claims service.

Speakers: Gary Anderberg, Practice Leader, Analytics and Outcomes, Broadspire

Bangalore Gunashakar, Senior Technical Consultant, Broadspire

Sergo Grigalashvili, VP Architecture, Analytics, GSR, Crawford & Company

4:40-5:30pm • Room: 713

Panel Discussion

Predictive Analytics in Insurance Risk

At this session, three Canadian seasoned insurance practitioners give their view-point from an actuarial perspective,

advanced analytics perspective and business perspective on the importance of predictive analytics in insurance risk. The discussion will focus on the data challenges, underwriting challenges, on the regulatory challenges in using these tools for pricing, as well as data challenges in building predictive analytics solutions and challenges related to developing effective underwriting strategies

Moderator: Stuart Rose, Global Insurance Marketing Manager, SAS Institute

Panelists: Jamie McDougall, Vice President, Personal Insurance Solutions

Hashmat Rohian, AVP Research & Development, Aviva Canada

5:30-7:00pm • Room: Foyer

Networking Reception

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● FOR ALL LEVELS

▲ FOR EXPERT/PRACTITIONERS

Conference Day 2

Thursday, March 21, 2013

8:00-9:00am • Room: Foyer

Registration & Networking Breakfast

9:00-9:05am • Room: 713

Conference Chair Welcome Remarks

Speaker: Richard Boire, Conference Chair,
Predictive Analytics World Toronto

9:05-9:55am • Room: 713

Keynote

Enabling Data Driven Marketing in a Digital and Social World

The world of marketing, technology and data management has never been so complex and the need to deepen the integration across these functions is accelerating at an unprecedented rate. But do new forms of data, both structured and unstructured, create an opportunity to improve our decision science, develop more meaningful relationships with Customers and enhance shareholder returns? Is the explosion of data and multiple digital devices for each individual an opportunity or a risk for the models that we have and for Marketers of the future?

This session will focus on digital marketing and examine how American Express is exploring new approaches to better understand and answer the above questions. It will also illustrate how American Express is analyzing multi-channel marketing attribution and articulate how American Express is refining internal processes and platforms to become best in class digital Marketers. Lastly, it will look to illustrate new opportunities to integrate data into ongoing processes and highlight the importance of leveraging traditional and non-traditional approaches in both test design and the collection of Consumer insights.

Speaker: Brett Mooney, Head of Consumer Card Acquisition,
American Express

9:55-10:50am • Room: Foyer

Exhibits & Morning Coffee Break

10:50-11:35am • Room: 711

Track 1: Recruitment Analytics ●

Case Study: *Talent Analytics*

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

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

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

10:50-11:35am • Room: 713

Track 2: Retail ▲

Case Study: *MakePlain/Boire Filler Group*

The Exploding World of Data: The Retail Impact

With the ever-abundance of data in the retail world, how do we make sense of it? With hundreds of millions of transactions being the typical norm, retailers need to be nimble to use this information effectively. From this case study, we learn how a certain analytical approach complemented with certain tools quickly enabled this organization to make effective decisions.

Speakers: Larry Filler, Partner, Boire Filler Group
Gary Sarrenvirta, President, MakePlain Corp.

11:40am–12:25pm • Room: 713

Track 1: Big Data Analytics ●

Case Study: *Precog*

The Productization of Predictive Analytics

Many companies are using predictive analytics to forecast and optimize internal business processes. However, for companies possessing large amounts of proprietary data, there is another way to leverage predictive analytics: leveraging predictive models to create new data products and incorporate data-driven features inside existing products. In this presentation, data productization expert John A. De Goes provides an introduction to productizing predictive analytics, including case studies of companies finding innovative ways to monetize their data assets via productization of predictive models. John also discusses tools and technologies that are typically required to perform productization in today's big data world.

Speaker: John De Goes, CEO and CTO, Precog

11:40am–12:25pm • Room: 711

Track 2: Net Lift ▲

Case Study: *Pitney Bowes*

Uplift Modeling in Theory & Practice

During this session, we'll review the current state of the art in "uplift modeling" - the practice of modeling the change in behavior that results directly from a specific treatment such as a marketing intervention. We will discuss approaches to variable selection, model construction, quality metrics and post-campaign success measurements, all of which require changes from traditional modeling practices. We'll illustrate with practical examples from demand-stimulation and customer retention applications, and highlight potential pitfalls to avoid.

Speaker: Dr. Patrick Surry, Global Solution Owner for Customer Analytics, Pitney Bowes

12:25-1:40pm • Room: Foyer

Lunch

1:40-2:25pm • Room: 713

Plenary Session

Case Study: *Sport Analytics Institute*

Succeeding with Analytics in Professional Hockey - Now and Into the Future

This talk will cover a range of topics related to successfully using analytics in NHL organizations. Using examples from his experience, Dan Mackinnon, Director of Player Personnel of the Pittsburgh Penguins, will discuss the changing culture and evolution of analytics in hockey and how he incorporates data and analytics into his day-to-day role of evaluating future talent and managing existing player personnel. Mike Boyle, Co-Founder of the Sports Analytics Institute and Assistant Professor of Information Systems at the University of Utah, will discuss how best practices for achieving success with analytics in other industries can be similarly applied within NHL organizations. Kevin Mongeon, also Co-Founder of the Sports Analytics Institute and Assistant Professor of Economics at the University of New Haven, will discuss the difference between analytics in hockey compared to other sports and how appropriate use of the data is key to achieving accurate results. Together, the group will discuss the future of data and analytics within NHL organizations and into the broader elite hockey system.

Speakers: Kevin Mongeon, Co-Founder, Sports Analytics Institute
Mike Boyle, Co-Founder, Sports Analytics Institute
Dan MacKinnon, Director of Player Personnel, Pittsburgh Penguins

2:30-3:15pm • Room: 713

Panel Discussion

What is Big Data Analytics: A Canadian Perspective

During this session, two of the very most seasoned Canadian practitioners give their perspective on Big Data and ultimately data itself. The discussion's focus on data will yield insights on how practitioners need to think about analytics in this new data paradigm.

Moderator: Richard Boire, Conference Chair, Predictive Analytics World Toronto

Panelists: Dean Abbott, President, Abbott Analytics, Inc.

Rupen Seoni, Vice President, Practice Leader, Environics Analytics

3:15-3:50pm • Room: Foyer

Exhibits & Afternoon Break

3:50-4:35pm • Room: 713

Track 1: Data Visualization ●

Case Study: *Wells Fargo*

Data Visualization Design Using Shneiderman's Mantra: Overview First, Zoom and Filter, Then Details-On-Demand

This session explores applications of Shneiderman's mantra for visual data analysis (overview first, zoom and filter, then details-on-demand) as a framework in the context of three complex analytical applications at Wells Fargo:

- Analytics Process
- Interactive Meeting Facilitation
- Dashboard Design

Speaker: Dana Zuber, Strategy and Analytics Executive, Wells Fargo

3:50-4:35pm • Room: 711

Track 2: Recruitment Analytics ▲

Case Study: *Monster Worldwide*

Win With Advanced Analytics

Monster was the pioneer in the online recruitment industry. To maintain its competitive advantage, it has taken the data-driven road using research, business intelligence and predictive analytics and text analytics. Join this session to hear how Monster went from good to great using business analytics to support its overall decision-making process across all regions. Jean-Paul Isson will provide highlights from his new book, "Major Steps to Win with Analytics with the Big Data." He will also discuss Monster's success with increasing customer retention, market share and customer profitability, while managing competition from paid sites, free sites and social networks.

Speaker: Jean-Paul Isson, Global VP Predictive Analytics & BI, Monster Worldwide

4:40-5:30pm • Room: 711

Track 1: Churn Modeling ●

Case Study: *Paychex*

Customer Retention:

Pulling the Needle from the Haystack

In these economic times, it is critical for businesses to have a stronghold on client retention, with businesses excelling in this arena better positioned for long-term success. To optimize the value of retention efforts, it's essential to understand which clients are the best fit for retention campaigns. In this session, we will review how Paychex leveraged two existing models, Paychex Attrition Model and a custom-built Lifetime Value Model, to create a Retention Tracking System (RTS). Since being deployed across the entire branch network, the RTS has become an invaluable resource as offices nation-wide strive to meet, and exceed, retention goals.

Speakers: Erika McBride, Manager of Modeling & Risk Review, Paychex, Inc.

Brian Seeley, MIS and Portfolio Manager, Paychex, Inc.

4:40-5:30pm • Room: 713

Track 2: Financial Services ▲

Case Study: *TD Bank*

Marketing Predictive Models (Response, Survival and Premium Models) for Credit Card Insurance

This session will present marketing predictive models that are based on the customer willingness to buy credit card insurance and could help marketers to identify the life expectancy and the expected lifetime premium. This case study improves decision-making processes, resulting in more profitable and efficient operations.

Speakers: Dr. Hasan Mytkolli, Lead - Statistical Modeling, Forecasting and Reporting, TD Bank Group Canada

Dr. Dragos Calitoiu, Senior Modeler, TD Bank Group Canada



Strengthening the Business Impact Through Predictive Analytics Deployment



April 14-19, 2013



June 10-13, 2013



September 18-19, 2013



Sept 29 - Oct 3, 2013



October 23-24, 2013



November 4-5, 2013

www.pawcon.com

Monday, March 18, 2013

Full-day: 8:45am - 4:30pm • Room: 711

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 at: 8:45am
- Workshop program starts at: 9:00am
- Morning Coffee Break at: 10:30 - 11:00am
- Lunch provided at: 12:30 - 1:15pm
- Afternoon Coffee Break at: 2:30 - 3:00pm
- End of the Workshop: 4:30pm

Instructor: Dean Abbott, President, Abbott Analytics, Inc.

Tuesday, March 19, 2013

Full-day: 9:00am - 4:30pm • Room: 711

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

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

Schedule

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

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

Instructor: Dr. John Elder, CEO & Founder, Elder Research, Inc.

Predictive Analytics Applied – An Online Introduction

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

Online 5 ½-hour training program:

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

Instructor: Eric Siegel, Ph.D., Founding Chair, Predictive Analytics World

Intended Audience:

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

Workshop Description

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

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

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

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

System requirements to view this online training program:

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

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

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

To get more information or to register for this course, go to:
www.predictiveanalyticsworld.com/toronto/register.php



Richard Boire
Founding Partner
Boire Filler Group

Richard Boire, B.Sc. (McGill), MBA (Concordia), is the founding partner at the Boire Filler Group, a nationally recognized expert in the database and data analytical industry and is among the top experts in this field in Canada, with unique expertise and background experience.

Mr. Boire's mathematical and technical expertise is complimented by experience working at and with clients who work in the B2C and B2B environments. He previously worked at and with Clients such as: Reader's Digest, American Express, Loyalty Group, and Petro-Canada among many to establish his top notch credentials.

After 12 years of progressive data mining and analytical experience, Mr. Boire established his own consulting company - Boire Direct Marketing in 1994. He writes numerous articles for industry publications, is a well-sought after speaker on data mining, and works closely with the Canadian Marketing Association on a number of areas including Education and the Database and Technology councils. He is currently the Chair of Predictive Analytics World Toronto.

Keynote:

The Challenge of Data (Big or Small) in Predictive Analytics



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

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

John obtained a BS and MEE in Electrical Engineering from Rice University, and a PhD in Systems Engineering from the University of Virginia, where he's an adjunct professor teaching Optimization or Data Mining. Prior to 17 years at ERI, he spent 5 years in aerospace defense consulting, 4 heading research at an investment management firm, and 2 in Rice's Computational & Applied Mathematics department.

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

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

Special Plenary Session:

Becoming an Ace with a Robot as your Wingman!



Brett Mooney
Head of Consumer Card Acquisition
American Express

Brett Mooney has over 11 years experience leveraging data to create insights and inform actions that drive meaningful business results. He has spent the majority of his career in financial services and with American Express in roles which are grounded in data and analytics. Brett has experience across multiple international Markets and a diverse set of functions including Product Management, Consumer Lending, Information Management, Risk Management, New Product Development, Marketing Capabilities, and Acquisition. Currently, Brett is the Head of Consumer Acquisition for American Express where he is responsible for acquiring new Cardmembers across all products and channels for the Canadian business.

Prior to American Express, Brett was employed by Kraft Foods in the Strategic Analytics department where he was responsible for improving the profitability of Product and Corporate level promotions. While at Kraft, Brett also supported new product development and was responsible for leveraging data to inform sales strategy and effectiveness.

Brett holds a Bachelors of Business Administration degree from Wilfrid Laurier University and a Masters of Business Administration from Kellogg-Schulich School of Management. Brett and his wife, Nancy, live in Toronto and enjoy spending time with their two young children.

Keynote:

Enabling Data Driven Marketing in a Digital and Social World

For more speaker bios, please visit
www.predictiveanalyticsworld.com/toronto/2013/speakers.php



EXHIBITOR

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



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www.backbonemag.com



Backbone magazine is a broad-based business magazine that focuses on technology for business executives who need to stay up to date. It provides a tangible tool to enhance productivity and agility in the changing economy of Canada. It is the only magazine in Canada with this focus that reaches a large senior business executive audience.

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.

IT Briefcase

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IT Briefcase is a focused online publication that attracts business and IT professionals who are actively researching business integration solutions.

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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.



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www.conversionconference.com

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www.integratedmarketingsummit.com

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www.demandcon.com

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www.affiliatemanagementdays.com

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www.admonstersops.co.uk

London - April 23, 2013
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www.buildingbusinesscapability.com

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www.searchmarketingexpo.com

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www.semtechbizsf2013.semanticweb.com

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