Upcoming Center Events

- **April 17-18: “From Mess to Models” Training Course**

  Real life is messy. All of us have encountered the feeling of “Where do I begin?” when facing a difficult problem or decision. Attendees in this course will tackle complex problems and transform them into structured models, applying advanced analytics methods to generate solutions. Influence diagrams and decision trees for defining the problem and structuring a model will be introduced. An overview of rapid prototyping of models to generate potential approaches will be presented. Proper modeling form and enhanced spreadsheet models will be emphasized. Prescriptive analytics methods such as optimization and simulation will also be discussed to solve the generated models.

  Registration: [https://www.regonline.com/UCMessToModel](https://www.regonline.com/UCMessToModel)

- **May 23: Analytics Summit 2014**

  Building on the highly successful Analytics Summit 2013 that attracted over 275 attendees from more than 90 companies, we present Analytics Summit 2014. This year’s Summit features a keynote presentation by Eric Siegel, PhD. Dr. Siegel is the founder of Predictive Analytics World, a preeminent series of events for professionals, managers and practitioners of analytics. He is also a former Columbia University professor, and a world renowned speaker, educator, author and leader in analytics. Dr. Siegel and his book, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*, have been featured in dozens of media outlets, including The Wall Street Journal, The Financial Times, Fox News, NPR, Bloomberg Businessweek, Bloomberg TV and many others.

Master of Science degrees offer hands-on experience, strong industry partnerships

The University of Cincinnati Master of Science in Business Analytics and the UC Master of Science in Information Systems can boast a 100% placement record for domestic graduates, as both fast-growing fields have created high demand for business students who have technical skills and can solve problems.

The UC Lindner College of Business MS-IS degree offers a solid background in all functional business disciplines, combined with a thorough grounding in Information Technology (IT), for an unparalleled combination of depth and breadth. The advanced degree prepares students to serve as leaders in helping businesses solve problems through creative application of IT.

Lindner’s MS in Business Analytics degree has been recognized as one of the Top 20 programs in North America by InformationWeek, a leading technology publication. The Lindner program is one of only eight business schools in the country to earn the honor.

The MS Business Analytics program is an internationally-ranked program that integrates operations research and statistics, using applied mathematics and advanced software in a business environment.

Students in both programs benefit from the support of the UC Center for Business Analytics corporate partnerships, as they bring real-world data and business problems for Lindner students to solve.

Graduates from both disciplines have accepted positions at Procter & Gamble, Disney, Yahoo, SAP, dunnhumbyUSA, IBM and more.

TOP 20 PROGRAM

ADVANCE YOUR CAREER

Big data is all the rage. You can advance your career and specialize by earning a Master of Science in Business Analytics or a Master of Science in Information Systems at the Lindner College of Business.

A graduate certificate (shorter program option) in Data Analytics or Operations Excellence offers knowledge in those specific business functions. In a short amount of time, earning a Lindner graduate certificate can put you on the fast track to career success.

Learn more about Lindner graduate degrees and certificates at: business.uc.edu/certificate.

FOLLOW AND VISIT US ONLINE:

- @LindnerCollege
- @UCBusAnalytics
- UCLindnerCollege
ABOUT THE CENTER

UC's Center for Business Analytics in the Carl H. Lindner College of Business was established in 2012 as an educational exchange hub for ideas and best practices on applying analytical methods to enhance business outcomes. The center holds events that host national speakers and partners with leading organizations that offer educational support to its faculty and the students in the Master of Science in Business Analytics and Master of Science in Information Systems programs.

CENTER STAFF

Professor Jeff Camm, Director
Professor Mike Fry, Assistant Director
Geoff Smith, Associate Director
Tricia Burger, Administrative Assistant

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- Great American Insurance
- Kroger
- LUCRUM
- Macy’s
- Procter & Gamble
- The Cincinnati Insurance Companies
- SAS
- US Bank

KEYNOTE SPEAKER: John Elder, CEO, Elder Research, Inc.
The Power (and Peril) of Predictive Analytics

Learning from data is extremely powerful and its use is transforming business decision-making in multiple industries at an accelerating pace - saving money and even lives. It’s an exciting time to be a Data Miner! To be excellent at the work, we need to listen well - to transform a real-world challenge into a close, but solvable problem; we need to be expert in key technological methods, and we need to be keenly aware of our weaknesses in making judgments - including cognitive biases (for us humans) and lack of any sense (for our computer allies). I will share stories of warning and of encouragement, from a life in the field.

Elder leads America’s largest and most experienced data mining consultancy and has solved projects in a variety of areas by mining data in tables, text and links. Elder earned engineering degrees from Rice and the University of Virginia, where he is an Adjunct Professor of Systems Engineering.

Nick Street, Professor and Department Executive Officer, Management Sciences Department, University of Iowa

Predictive Analytics for Personalized Health Care Decision Making

Health care choices are typically made based on results of large-scale studies. The care you receive is therefore based on what works for most people, not necessarily what will work for you. However, massive datasets of patient records are increasingly being mined to allow personalized health care decision making. This talk will highlight work by our group that addresses questions such as How can a physician choose the best lab test to reach a fast, inexpensive, and accurate diagnosis.

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Street received a PhD in computer sciences from the University of Wisconsin-Madison in 1994. He is a professor, departmental executive officer, and Henry B. Tippie Research Fellow in the Management Sciences Department at the University of Iowa with joint appointments in the Computer Science Department, the College of Nursing, and the Interdisciplinary Graduate Program in Informatics.

Randy Collica, Sr. Solutions Architect, SAS Institute

Discovering Key Drivers of Promoter Scores and Monetizing their Business

The idea of evaluating customers for the monetary risk they pose to a business is not a new concept. However, the idea of trying to understand customers’ future monetary values – and the probability of their future risk – is perhaps rather new. Most corporate risk assessments center on company risk, such as how much liquid capital the company has, how much debt it carries, or the risks to business operations or facilities, etc. In this presentation, you’ll see how to use text mining to uncover key topics and themes of call center notes, chat logs or verbatim customer comments.

Collica received a BS degree in Electronic Engineering from Northern Arizona University. He has 16 years of experience in the semiconductor manufacturing industry working on yield engineering, product and quality engineering. He is currently a Sr. Solutions Architect for SAS Institute supporting the Communications, Entertainment/Media/Hospitality and Travel industries.