Upcoming Center Events

- **March 26–27: “Analytics in Excel” Training Course**
  This course will introduce intermediate-to-advanced tools in Excel for analytics. We will cover data visualization topics that move beyond the basic charting tools in Excel. Descriptive analytics methods for analyzing data and generating meaningful insights will be covered using PivotTables, PivotCharts and other Excel tools. We will use Excel for predictive analytics by utilizing Excel’s regression tools and other forecasting capabilities. What-if analysis and other prescriptive analytics tools in Excel will also be introduced. This is the perfect class for the Excel user who is ready to take the next step of improving their analytics capabilities in a familiar software environment.
  Register at regonline.com/uc-excel-analytics

- **April 2–3: “Introduction to Data Mining”**

- **April 23–24: “Advanced Data Mining”**

- **May 29: “Analytics Summit 2015”**
  This year the Summit will feature two internationally recognized leaders in the field of analytics.
  Dr. John Elder leads America’s largest and most experienced data mining consultancy and his company has solved projects in a huge variety of areas by mining data in tables, text, and links. Dr. Elder co-authored 3 books, has created data mining tools, and was a discoverer of ensemble methods.
  Stephen Few has over 20 years of experience as an innovator, consultant, and educator in the fields of business intelligence (a.k.a. data warehousing and decision support) and information design. He focuses on the effective analysis and presentation of quantitative business information. Stephen is recognized as a world leader in the field of data visualization.

Recognition for the Lindner MS in Business Analytics

- One of InformationWeek’s “Big Data Analytics Master's Degrees: 20 Top Programs” and one of only eight business schools to earn that honor.
- Included in “23 Great Schools with Master's Programs in Data Science” by mastersindatascience.org

Graduate Certificates

The Lindner College of Business offers a number of graduate certificates (shorter program) as part of a degree or as stand-alone learning options. The 12 credit hour Data Analytics certificate is selected by many MS Information Systems students and working professionals. A 20 credit hour Data Science certificate is also offered jointly between the College of Engineering and the College of Business.

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business.uc.edu/analytics-center

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UCAnalytics
DATA-DRIVEN ANALYTICS
EDUCATION AND RESEARCH

The UC Center for Business Analytics, a corporate-academic partnership, brings together best-in-class stakeholders, and a world-class multidisciplinary group of MS Business Analytics and Information Systems faculty and students. The Center promotes the use of data-driven analytical methods that improve business, government, and organizational performance. We engage faculty and students to work with Center members and business organizations to develop methods and models for using large data sets. The Center hosts events that feature nationally known speakers and holds conferences and workshops.

The UC Center hosts events that feature nationally known speakers and holds professional analytics training classes. Analytical research and consulting services, as well as, onsite corporate analytics training, using actual company data, in any area of data analytics and data management are also offered.

UC Center for Business Analytics Partners

- American Modern Insurance Group
- GE Aviation
- Axcess Financial
- Great American Insurance
- Cincinnati Bell Technology Solutions
- Kroger
- Cincinnati Children’s Hospital and Medical Center
- Macy’s
- Cintas
- Procter & Gamble
- Data Intensity
- SAS
- dumunhbyUSA
- The Cincinnati Insurance Companies
- EY
- US Bank
- Fifth Third Bank
- Vantiv, Inc.

Agenda

7:30–8:30 a.m.
Registration and Networking Breakfast

8:30–8:40 a.m.
Welcome Message
Jeff Camm
Director, UC Center for Business Analytics

8:40–9:40 a.m.
Mark Nigrini
“Benford’s Law as a Risk Analytics Tool”

9:40–10:40 a.m.
David Kelton
“Valid Models and Analytics of Risk in Complex Real-World Settings: Simulation as a Method of Choice”

10:40–11:00 a.m.
Coffee Break

11:00 a.m.–12:00 p.m.
Sam Savage
“The Flaw of Averages and How to Cure It”

12:00–1:00 p.m.
Lunch

1:15–2:45 p.m.
Software Demo Session 1
Arena - 400A/MathSIP - 400B

2:45–3:00 p.m.
Afternoon Break

3:00–4:30 p.m.
Software Demo Session 2
Arena - 400B/MathSIP - 400A

Speakers

Mark Nigrini, West Virginia University, PhD Accounting University of Cincinnati

Benford’s Law as a Risk Analytics Tool
In the 1930s, Frank Benford, a physicist at GE discovered that there were predictable patterns to the digits in lists of numbers. He showed that the ten digits were not expected to occur evenly in tabulated data. The digit 1 was expected to occur about six times as often as the digit 9. We’ll cover the reasons for the uneven distribution of the digits. We’ll discuss some examples of fraudulent and erroneous data. We’ll conclude with some cautions against drawing incorrect conclusions from our data.


David Kelton, Professor, Department of Operations, Business Analytics, and Information Systems, University of Cincinnati; and Visiting Professor, Department of Operations Research, Naval Postgraduate School

Valid Models and Analysis of Risk in Complex Real-World Settings: Simulation as a Method of Choice
The real world is a complicated place, so models of reality often need to be accordingly complicated in order to be valid. This talk will focus on valid simulation modeling and analysis, go over several sound applications of simulation in a variety of settings using current commercial simulation software, and conclude with what’s needed for continued success with simulation as a method of choice.

David Kelton received PhD and MS degrees in Industrial Engineering from the University of Wisconsin-Madison, an MS in mathematics from Ohio University, and a BA in Mathematics from Wisconsin. He has also been on faculty at Penn State, Michigan, Minnesota, and Kent State. In addition to 100 refereed publications, he has co-authored three simulation books. He was Editor-in-Chief of the INFORMS Journal on Computing for over seven years and is a Fellow of both INFORMS and IEEE.

Sam L. Savage, Stanford University and probabilitymanagement.org, author of the Flaw of Averages

The Flaw of Averages and How to Cure It
The Flaw of Averages is a set of systematic errors that occur when single “average” outcomes are substituted for uncertain future forecasts. It masks both risks and opportunities. Today we have reached a technological tipping point in which new standards and methodologies may be applied directly within the common spreadsheet to simultaneously view thousands of future scenarios, and cure this endemic problem. No statistical background is assumed, but for those with extensive training in this area, this presentation will attempt to repair the damage.

Sam L. Savage is Executive Director of ProbabilityManagement.org, a nonprofit that is rethinking uncertainty through standards, best practices, and education. Dr. Savage is author of the “Flaw of Averages: Why We Underestimate Risk in the Face of Uncertainty” and is a Consulting Professor at Stanford University. Dr. Savage consults and lectures extensively to business and government agencies, and has served as an expert witness.