8th Annual Analytics Day

By invitation only

Thursday, May 10, 2018
Oklahoma State University
ConocoPhillips OSU Alumni Center
Stillwater, OK

Program sponsored by SAS and the OSU School of Marketing and International Business

OSU’s Analytics program is ranked in the top 15 schools as the Best Value Big Data Analytics Graduate Programs of 2017
Since 2004, OSU has partnered with SAS, a leading provider of business analytics software, to offer very successful analytics and data mining programs. SAS Analytics Day brings national and regional speakers to share their expertise and knowledge to the Oklahoma business and analytics community. A primary goal of this conference is to link OSU’s MS in Business Analytics’ students with members of the local and regional business community to allow students and businesses to grow their professional network.

8 – 8:30 AM  
Registration and Continental Breakfast

8:30 – 8:45 AM  
Welcome and an Overview of M.S. in Business Analytics  
Dr. Goutam Chakraborty, SAS Professor of Marketing Analytics, Spears School of Business, Oklahoma State University

8:45 – 9:30 AM  
Medicare Population Analytics of Healthcare Facilities and Their Diagnosing Protocols  
A case study of SAS-based analytical protocols that were used in the creation of a healthcare ACO (Accountable Care Organization) under Medicare. We will discuss an ACO and the analysis that is being used to help medical doctors understand the use of data and how it can quantify the medical facilities that they use and refer to.  
Brad Cost, Chief Executive Officer, President, Owner, Infinedi, LLC, Tulsa, OK

9:30 – 10:15 AM  
Leverage Analytics for Business Value in the Era of Machine Learning and Artificial Intelligence – Financial Services Perspective  
What are the true possibilities for machine learning and artificial intelligence? Is it revolutionary and the answer to all of our problems? Or just another tool to add to your tool kit? In this session, we will discuss how to define the analytics journey in the context of business value. We will also examine the key success factors for an analytics project and how to assess the analytics’ maturity.  
Rajesh Chalamalasetti, Chief Analytics Officer, Principal Financial Group, Des Moines, IA

10:15 – 11:45 AM  
Student Posters: Networking Break

11:45 – 12:45 PM  
Machine Learning and Artificial Intelligence  
Machine learning tools and AI platforms have become prolific in many industries. Applications range from healthcare to financial applications to manufacturing industries. In this session, we will define key concepts of machine learning. Large scale implementation of machine learning tools require automation at several levels – increasing productivity along the entire analytics lifecycle as well as automated model selection to improve predictive models. We will discuss the advances in deep learning, transfer learning, reinforcement learning and other innovations, which have propelled our capabilities in image analysis, computer vision, etc.  
Dr. Radhika Kulkarni, Vice President, Advanced Analytics R&D, SAS Institute Inc, Cary, NC

12:45 – 1 PM  
Best Student Awards

1 – 2 PM  
Lunch

2 – 3:30 PM  
A View from the Trenches: What to Expect as an Analytics Professional  
Panel Discussion with OSU Graduates  
Moderator: Sandeep Purwar, Founder, Bevov, San Francisco, CA  
Sandeep Chittoo, Manager, Nielsen Marketing Analytics, Chicago, IL  
Vivek Damodaran, Swetha Nallamala, Data Scientist, One Gas, Tulsa, OK  
Pawan Wadawadagi, Senior Manager Analytics, Marketing and Sales Operations, VaxServe, Inc., Swiftwater, PA

3:30 PM  
Conclusion
BRAD COST became the chief executive officer, president and owner of Infinedi, LLC in 1999. Brad is a highly knowledgeable and credible source in the healthcare and data analytics industry and has an impressive work history proving his success. He owns various companies including an electronic data interchange consultant firm, an interactive software development firm, an innovative software system and many more.

RAJESH CHALAMALASETTI is the chief analytics officer at Principal Financial Group. He is responsible for enterprise analytics and data insights strategy and vision – including helping develop the company’s data-driven culture globally. He leads a team focused on delivering advanced analytics and data insights for the company. He has been in his current position since 2017, but has spent the past 15 years applying data science best practices to help Principal Financial Group better serve its customers around the world. Rajesh graduated from Oklahoma State University with a master’s degree in MIS.

DR. RADHIKA KULKARNI is vice president of advanced analytics R&D at SAS Institute Inc. She oversees software development in many analytical areas including statistics, operations research, econometrics, forecasting and data mining. Dr. Kulkarni is an active member in the Institute for Operations Research and the Management Sciences (INFORMS) and serves on the Advisory Council of the School of ORIE at Cornell University, the Advisory Board of the Institute for Advanced Analytics at North Carolina State University, the Master of Science in Analytics Advisory Board at Georgia Tech and the Marketing Analytics and Data Mining Board at Oklahoma State University.

VIVEK DAMODARAN is a senior statistical analyst in the international data analytics division at Walmart. The team is responsible for building analytical models for the international markets (Canada, Mexico, UK, etc.) that can help in price optimization and replenishment. He is responsible for building scalable machine learning models that would help international markets in sourcing and procurement domain. Vivek, who is passionate in big data analytics, graduated from Oklahoma State University in 2017.

SANDEEP PURWAR is a founder of Bevov, a machine learning recruiting platform for recruiters. The platform finds top 5 resumes for recruiters. Sandeep uses his technical skillset to support his deep interest in the effect of data on simple decision-making. It is this collective, along with years of experience in the staffing industry and technical consulting that led to BEVOV. He also consults with pharmaceutical companies on clinical trial data as a senior SAS Programmer. He graduated in 2006 from OSU and was part of the first group to earn the SAS/OSU data mining certification.

SANDEEP CHITTOOR is a manager at Nielsen Marketing Analytics. As a manager at Nielsen, he works on building Market Mix Models (MMM) for CPG and Non-CPG clients. Sandeep’s responsibilities involve collecting marketing data, cleaning the data and providing actionable insights from the MMM models. While at Oklahoma State University, he worked on various data analytics projects and won 2nd in the inaugural SAS Student Symposium held in 2016.

SWETHA NALLAMALA is a data scientist at One Gas. She is responsible for proposing and building predictive and advanced analytics models that add value to the business at One Gas. She is responsible for creating the models in Azure on HD insight cluster using R/Python. Swetha also presents her findings to the executives to gain approval for implementation. She graduated from Oklahoma State University in 2017 and has had a couple of papers and posters at SAS conferences.

PAWAN WADAWADAGI is a senior manager of analytics in the marketing and sales operations department at VaxServe, Inc. - a Sanofi Pasteur Company. His projects involve leading various cross functional projects across vaccine brands and creating analytics to help improve the strategy and tactics of the marketing and sales organization. Pawan earned his master’s degree in Management Information Systems from Oklahoma State University specializing in business analytics and data mining.
BENEFITS OF ATTENDING:

» Learn about OSU’s MS in Business Analytics as well as certificate programs in data mining and marketing analytics via on-campus and online options

» View OSU’s analytics students’ research projects poster presentations and engage with them

» Explore hiring of OSU’s analytics students as full-time employees, summer interns, or as a co-op for a full semester

» Explore possibilities of collaborative projects between OSU’s analytics students and local businesses

» Learn from national and regional speakers who will share their analytics expertise

» Speak with representatives from SAS about how companies are leveraging SAS analytics tools to create value

SAS Analytics Day
at Oklahoma State University
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5 WAYS TO REGISTER
Online > Phone > E-mail > Fax > Mail

Complimentary Registration (There is no fee to attend the conference.)
Please register by April 28

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