7th Annual Analytics Day

By invitation only

Friday, May 5, 2017
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 2016
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.

8:00 AM – 8:30 AM  Registration and Continental Breakfast

8:30 AM – 8:45 AM  Welcome and an Overview of M.S. in Business Analytics  
**Dr. Goutam Chakraborty**, Ralph A. and Peggy A. Brenneman Professor, Director of M.S. in Business Analytics, School of Marketing and International Business, Spears School of Business, Oklahoma State University

8:45 AM – 9:30 AM  A Hadoop Journey Alongside the SAS-Paved Road  
**Dmitriy Khots**, Vice President, West Corp Center for Data Science, Omaha, NE

9:30 AM – 10:15 AM  Data Driven: The Power of Data in Corporate Evolution  
**Mark Nance**, Vice President, Chief Data Officer, American Fidelity, Oklahoma City, OK

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

11:45 AM – 11:50 AM  Welcome from OSU Spears School of Business  
**Dr. Ramesh Sharda**, Vice Dean, Watson Graduate School of Management, Watson/ConocoPhillips Chair and Regents Professor of MSIS, Spears School of Business, Oklahoma State University

11:50 AM – 12:50 PM  Analytical Trends: Tackling Challenges and Focusing on Results  
**Keynote Speaker: Dr. John Brocklebank**, Senior Vice President, SAS® Solutions On Demand, SAS Institute, Cary, NC

12:50 PM – 1:00 PM  Best Student Awards

1:00 PM – 2:00 PM  Lunch

2:00 PM – 3:30 PM  A View from the Trenches: What to Expect as an Analytics Professional  
Panel Discussion with OSU Graduates  
**Moderator: Yog Domlur**, Data Scientist, Data and Analytics Department, Walmart, Inc., Bentonville, AR  
**Nandan Moza**, Risk Analyst II, Direct Mail Division of Risk, Elevate Credit, Inc., Fort Worth, TX  
**Soumil Mukherjee**, Data Analyst, IT Business Intelligence Team, Koch Ag & Energy Solutions, LLC, Wichita, KS  
**Sai Vijay Kishore Movva**, Marketing Modeling Analyst II, Insights and Research—Advanced Analytics, American Automobile Association, Tampa, FL  
**Lynn Xiang**, Data Analyst, Oklahoma State Department of Education, Oklahoma City, OK

3:30 PM  Conclusion
GOUTAM CHAKRABORTY, PH.D., is the Ralph A. and Peggy A. Brenneman Professor of Marketing and Director of M.S. in Business Analytics at the Spears School of Business at Oklahoma State University. He has held managerial positions with a subsidiary of Union Carbide, USA, and with a subsidiary of British American Tobacco, UK. Goutam has presented numerous programs and workshops to executives, educators, and research professionals in the U.S., Europe, Asia, Australia and Middle East. He has published in many scholarly journals such as the Journal of Interactive Marketing, Journal of Advertising Research, Journal of Advertising, Journal of Business Research, and Industrial Marketing Management. He co-authored books Text Mining and Analysis: Practical Methods, Examples, and Case Studies Using SAS® and Contemporary Database Marketing: Concepts and Applications. He has chaired several national conferences including the Direct Marketing Educator’s Conference and the M2007 Data Mining Conference. He earned his B. Tech (Honors) in Mechanical Engineering from the Indian Institute of Technology, Kharagpur, PGCGM from the Indian Institute of Management, Calcutta, M.S. in Statistics and a Ph.D. in Marketing from the University of Iowa.

JOHN BROCKLEBANK, PH.D., is the senior vice president of SAS® Solutions OnDemand, where he applies more than 35 years of SAS programming and statistical experience to his roles as director of the SAS Advanced Analytics Lab, as well as leader of the SAS Analytics Lab for State and Local Government. The latter consists of SAS experts who devise technological solutions to address societal issues, such as fraud, waste, and abuse; public safety; and education. John holds a Ph.D. in statistics and mathematics, an M.S. in biostatistics, a B.A. in mathematics, and 14 patents. He co-authored The SAS System for Forecasting Time Series, and in 2009, he received the SAS CEO Award of Excellence.

DMITRIY KHOTS is the vice president of West Corp Center for Data Science where he oversees corporate data strategy, governance, engineering, management, business intelligence services, and advanced analytics. He is an advanced analytics executive with fifteen years of experience across a broad spectrum of industries including communications, finance, health care, entertainment, government, oil and gas, and power generation. Dmitriy holds a Ph.D. in mathematics from the University of Iowa, is a prolific writer with three patents and more than 40 publications in theoretic and applied fields of math, data mining and stats. He is a member of AMS and INFORMS.

MARK NANCE is a vice president and chief data officer for American Fidelity. As CDO, he has primary responsibility for ensuring that data is leveraged as an asset, delivering both business value and competitive advantage. Focusing on grassroots data initiatives centered on colleague engagement, actionable insight and using data to fuel the journey he has championed successful legacy data conversions and data governance implementations as well as business intelligence and big data initiatives. Mark is a founding member of the International Society of Chief Data Officers, a member of the Gartner CDO Advisory Board and the Oklahoma State University MADM Advisory Board.

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Speakers (Continued)

**YOG DOMLUR** is a data scientist in the data and analytics department at Walmart, Inc. His projects involve developing scalable machine learning approaches for assortment and operations at Sam’s Club, which requires him to bring new ideas to fruition to ensure the right products are in the stores at the right time. Yog received his bachelor’s degree in electronics and communication engineering from VTU, India. He earned his master’s degree in management information systems from Oklahoma State University with a primary focus on SAS and OSU data mining certification. While at OSU Yog completed numerous SAS certifications and presented several papers at SAS conferences.

**SAI VIJAY KISHORE MOVVA** is a marketing modeling analyst on the insights and research—advanced analytics team for the American Automobile Association (AAA). He performs statistical analysis and develops predictive models across various lines of business such as membership, insurance, travel and financial services. Sai provides insights to help the brand team develop marketing strategy. He recently was involved in developing a needs based segmentation scheme for the Auto Club Group footprint. His areas of focus include campaign analysis, membership retention, membership growth and acquisition. Sai has several publications at SAS Conferences. He has a master’s degree in management information systems from Oklahoma State University.

**NANDAN MOZA** is a Risk Analyst II in the direct mail division of risk at Elevate Credit, Inc. His role focuses on accomplishing direct mail campaigns for Elevate’s installment loan product. Over the past 3 years, he has acquired extensive knowledge about financial behavior of customers in the sub-prime and near prime space. Nandan has used his analytical skills to help grow Elevate’s installment loan portfolio. He graduated from Oklahoma State University with a master’s degree in management information science with a data mining track.

**SOUMIL MUKHERJEE** is a data analyst on the IT business intelligence team for Koch Ag & Energy Solutions, LLC. He uses emerging technologies like R and Hadoop to discover innovative insights and to support decision making processes within the business. Soumil has a master’s degree in business analytics from Oklahoma State University.

**LYNN XIANG** is a data analyst in the Oklahoma State Department of Education. She works under the direction of Deputy Superintendent of Educator Effectiveness and Policy Research to perform complex analysis with statewide education data and provides insights for Oklahoma state government leaderships. Lynn won the 2015 SAS Analytics Poster Competition and published a paper in the 2016 SAS Global Forum. Previously Lynn worked in various sectors including the gas industry, healthcare analytics, biotechnology and medicine. She has a master’s degree in business analytics from Oklahoma State University, a master’s degree in Physiology from University of Illinois at Urbana-Champaign and an M.D. equivalent degree from China.
SAS Analytics Day
at Oklahoma State University
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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

TO REGISTER
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Email: cepd@okstate.edu
Online Registration: http://spears.okstate.edu/cepd/openenrollment/conferences/sas

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

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