

INVITATION

Business Intelligence Symposium II

The New World of Technology

The Cloud, Visual Analytics and the Future of BI

The goal of this event is to bring together business executives and IT professionals that use and need analytical data. The emphasis of the symposium is to share ideas, stories, experiences, and business cards.

Case studies, along with live demonstrations, will be presented. Breakfast and lunch will be provided in a collaborative environment that facilitates peer networking and BI discussions for an enhanced learning experience.

September 1, 2010 | 7:30 a.m. to 1:00 p.m. | NKU METS Center

BI Symposium II—Agenda

7:30am – 8:00am Registration and Continental Breakfast

8:00am – 9:00am *The Science of Visual Analytics* – Mr. Stuart Woodward, President, OcuCue

A picture is worth a thousand words. How many pictures does it take to convey a terabyte of data? Stuart will be discussing concepts related to quickly and effectively understand the meaning and nuances of data and the conversion of data into Visual Analytics, including Visual Analytics leveraging the cloud. How do you monitor 10,000 buses in China to ensure routes remain on schedule and operate as planned? How do you ensure all facets of each of 100 manufacturing plants are fully operational with a single dashboard? How do you, at a glance, know which of your 1400 stores are lacking phone service, not processing credit cards, or otherwise not fully operational? Mr. Woodard will cover these topics and others related to effectively visualizing and maximizing the impact of your data.

9:00am – 9:45am *Effective Data Mining – Leveraging existing data to generate positive Return on Information* Dr. Candace Gunnarsson, President, S² Statistical Solutions, Inc.

Who are your best active customers? Which of your products or services pull through the most add-on sales? How would you define your optimal target customer? Will your new products effectively meet your current customer's needs? Do you have the most effective sales account management strategy and segmentation in place? Data Mining, the concept of uncovering patterns and categories in data, is a necessity to answer the above questions, and many others. The data generated through sales and operations of most every business are a treasure trove of information which in far too many cases are an underutilized asset. Dr. Candace Gunnarsson will discuss data mining concepts and approaches to help you to understand how to use your existing data to power your future success.

9:45am – 10:00am Coffee Break & Conversations

10:00am – 11:00am *Better BI on Bigger Data* - Mr. Sandy Steier, VP & Co-Founder, 1010Data

You've got this problem. You have millions of rows of data about your sales transactions, or product history, or bank deposits; and your gut tells you that the sales transactions are influenced by the number of staff present on the store floor, or that the product quality is negatively correlated to a specific combination of suppliers, or that the average bank deposit sizes from the eastern branches have been decreasing since the outlet store was opened. So how do you quickly analyze all of the relevant data to confirm or deny these assumptions? Is it possible to do all of this without the building of a huge data warehousing infrastructure? Sandy Steier from 1010data will be talking about several large organization experiences in which big data was used for substantial analysis, and was all conducted on a cloud based solution.

11:00am – 11:45am Q&A

11:45am – 1:00pm Lunch /Speaker Panel Discussion led by Steve Phelan



You must register to attend

[REGISTER NOW](#)

Sponsored by

LUCRUM

NKU NORTHERN
KENTUCKY
UNIVERSITY

College of Informatics' IMI

The METS Center

The METS Center
3861 Olympic Blvd
Erlanger, KY