



# M2004

## Schedule of Events

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### Sunday, October 17, Pre-Conference Check-in and Workshop

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1:00 – 5:00pm

- Rio Rotunda - Early check-in

5:00 – 6:30pm – Pre-conference Workshop

- Brasilia 4&5 – **Text Mining Tips and Techniques Workshop** – Jim Cox and Manya Mayes, SAS

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### Monday, October 18, M2004 Data Mining Conference, Day One

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7:30am – 5:30pm

- Rio Rotunda – Conference Check-in and Information Booth open

7:30 – 8:45am

- Rio Rotunda – Conference Check-in

7:30 – 8:45am

- Pavilion 6&7 – Exhibit Hall open – continental breakfast available

8:45 – 9:00am

- Brasilia 2&6 – Welcome from Conference Chairs – Jerry Oglesby, SAS; J. Michael Hardin, The University of Alabama

#### Keynote Presentations

9:00 – 10:00am

- Brasilia 2&6 – **Why Data Mining is Not Used and Why Better Data Mining Won't Help** – Bill Kahn, Capital One

10:00 – 10:30am

- Pavilion 6&7 – Break

10:30 – 11:30am

- Brasilia 2&6 – **Least Angle Regression, Forward Stagewise and the Lasso** – Trevor Hastie, Stanford University

11:30am – 12:30pm

- Pavilion 9 – Lunch

## Mid-day Presentation

12:30-1:30pm

- Brasilia 2&6 – **Computational Performance in Data Mining** – David Duling, SAS

## Session Topics

1:30-2:30pm

- Variable Selections Session
  - Brasilia 1 - Bruce Ratner, DM STAT-1 Consulting – **A Genetic Jackknife Method: 3-in-1 Tool for Variable Selection, Data Mining and Model Building**
- New and Emerging Technologies in Data Mining Session I
  - Brasilia 2&6 - David Madigan, Rutgers University – **Text Categorization: A Review and Some New Results**
- Data Mining In Education Session
  - Brasilia 3 - Brendan Murphy, Trinity College – **Exploring Structures in College Applications Data**
- Business Applications Session I
  - Brasilia 4&5 - Vineet Singh, HP – **Data Mining to Increase Accuracy for Telecom Fraud Detection**
- Financial Services Session
  - Brasilia 7 - Will Potts, Data Miners – **Modeling Recurrent Customer Outcomes**

2:30-3:30pm

- Variable Selections Session
  - Brasilia 1 - Larry Lai, Directv, Inc. – **Variable Derivation and Selection for a Customer Churn Prediction Model**
- New and Emerging Technologies in Data Mining Session I
  - Brasilia 2&6 - Mihael Ankerst, Boeing – **Cooperative data mining: Tightly integrating data mining with visualization**
- Data Mining In Education Session
  - Brasilia 3 - Perry and Rhonda Drake, Drake Direct – **Data Mining a Non-Profit File for High Value Donors and Planned Givers**
- Business Applications Session I
  - Brasilia 4&5 - Claudia Imhoff, Intelligent Solutions, Inc. – **Sarbanes-Oxley: A Legislative Mandate for Business Intelligence!**
- Financial Services Session
  - Brasilia 7 - Daymond Ling, Canadian Imperial Bank of Commerce – **Successful Data Mining Implementation in a Financial Institution**

3:30 – 4:00pm

- Pavilion 6&7 – Break and Author Book Signing: Paolo Giudici, Perry Drake and Claudia Imhoff

4:00-5:00pm

- Variable Selections Session
  - Brasilia 1 - Haun Liu, Arizona State University – **Active Feature Selection with Large Amounts of Data – A Selective Sampling Approach**
- New and Emerging Technologies in Data Mining Session I
  - Brasilia 2&6 - Paolo Giudici, University of Pavia, Italy – **Graphical Models for Web Usage Mining**
- Data Mining In Education Session
  - Brasilia 3 - Cary White, University of North Carolina – **Data Warehousing at the University of North Carolina at Chapel Hill**
- Business Applications Session I
  - Brasilia 4&5 - Phil Corrin and John Wallace, Business Researchers – **Text Mining the USENET: Newsgroups tell their own story**
- Financial Services Session
  - Brasilia 7 - David Press, Greenbrier & Russell – **Current State of Analytics: Journey into Mainstream Corporate Culture**

5:00-6:15pm

- Pavilion 6&7 – Conference Reception

6:30-9:00pm

- Pavilion 9 – Conference Dinner
- Pavilion 9 – Dinner Entertainment begins at 7:15 pm, “An Evening of Magic with SAS”, featuring Lee and Vanessa Lentz, Infinity Partners

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## Tuesday, October 19, M2004 Data Mining Conference, Day Two

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7:30am – 5:30pm

- Rio Rotunda – Conference Check-in and Information Booth open

7:30 – 8:45am

- Rio Rotunda – Conference Check-in

7:30 – 8:45am

- Pavilion 6&7 – Exhibit Hall open – continental breakfast available

8:45 – 9:00am

- Brasilia 2&6 – Welcome to Day 2 from your Conference Chairs – Jerry Oglesby, SAS; J. Michael Hardin, The University of Alabama

### Keynote Presentations

9:00 – 10:00am

- Brasilia 2&6 – **Online Customer Behavior** – Andreas Weigend, formerly of Amazon.Com

10:00 – 10:30am

- Pavilion 6&7 – Break

10:30 – 11:30am

- Brasilia 2&6 – ***Empirical Bayes Methods for Postmarketing Surveillance of Adverse Drug Reactions*** – William DuMouchel, formerly at AT&T Labs, currently director and senior advisor at Lincoln Technologies

11:30am – 12:30pm

- Pavilion 9 – Lunch

### Mid-day Presentation

12:30-1:30pm

- Brasilia 2&6 – ***Method to Madness: Identifying the NCAA Tournament “Dance Card”*** – Jay Coleman, University of North Florida and Allen Lynch, Mercer University

### Session Topics

1:30-2:30pm

- Data Mining in Data Base Marketing Session, Brasilia 1 - Joe Bartling, H&R Block – ***Design and Analysis of Market Tests at H&R Block***
- New and Emerging Technologies in Data Mining Session II, Brasilia 2&6 - Robert Stine, Wharton School, University of Pennsylvania – ***Awktion Modeling of Wide Data Sets***
- Bioinformatics Session, Brasilia 3 - Patrick Hymel, MedMined, Inc. – ***Clinical Data Mining for Hospital-acquired Infection Prevention***
- Business Applications Session II, Brasilia 4&5 - Roger Jones, Complexia – ***Data Mining for Auto and Truck Safety: Drowsy Driver Detection and Optimal Airbag Deployment***
- New and Emerging Technologies in Data Mining Session III, Brasilia 7 - Robert Chu, SAS – ***On-Demand SAS Predictive Model Scoring***

2:30-3:30pm

- Data Mining in Data Base Marketing Session, Brasilia 1 - Ed Malthouse, Northwestern University – ***Understanding Database Marketing Trigger Events Using Survival Analysis and Other Data Mining Methods***
- New and Emerging Technologies in Data Mining Session II, Brasilia 2&6 - Jim Georges, SAS – ***Using non-numeric data in parametric prediction***
- Bioinformatics Session, Brasilia 3 - Eugenia Bastos, SAS – ***Data Mining Breast Cancer Clinical and Expression Data***
- Business Applications Session II, Brasilia 4&5 - Brett Russ, Blue Cross and Blue Shield of North Carolina – ***Using Data on Existing Customers to Attract and Retain More Profitable Customers***
- New and Emerging Technologies in Data Mining Session III, Brasilia 7 - Marietta Tretter, Mays Business School, Texas A&M University – ***CRM, or Not, in Archaeology – Mining Rock Art***

3:30 – 4:00pm

- Pavilion 6&7 – Break and Author Book Signing: Michael Berry and Gordon Linoff

4:00-5:00pm

- Data Mining in Data Base Marketing Session, Brasilia 1 - Jason Bargaen, Hallmark Cards, Inc. – **Data Mining methods used on Hallmark’s Gold Crown Card Consumers**
- New and Emerging Technologies in Data Mining Session II, Brasilia 2&6 - Steve Tanner, University of Alabama at Huntsville – **The Role of Data Mining in Data Usability**
- Bioinformatics Session, Brasilia 3 - Sreelatha Meleth, University of Alabama at Birmingham – **Determining Approaches to Develop Outcome Predictive Models for Human Malignancies**
- Business Applications Session II, Brasilia 4&5 – Dmitri Kuznetsov, Sigma Marketing – **Multinomial Logit Models for Retention Analysis with 3 or more choices**
- New and Emerging Technologies in Data Mining Session III, Brasilia 7 - Brian Gray, University of Alabama – **A Genetic Algorithm Approach to Tree Modeling**

5:00pm

- Brasilia 2&6 – Closing remarks from your conference chairs: Jerry Oglesby, SAS; J. Michael Hardin, The University of Alabama

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### **Wednesday, October 20, Post-Conference Training**

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8:00am – 6:00pm

- Rio Rotunda – Conference Check-in and Information Booth open

8:00-9:00am

- Rio Rotunda – Post-Conference Training Check-in
- Miranda 2 – Continental Breakfast

9:00am-5:00pm

- Miranda 1&3 – Post-Conference Training Class – **Data Mining Techniques, Day 1**
- Miranda 4 – Post-Conference Training Class – **Advanced Predictive Modeling Using Enterprise Miner 5, Day 1**
- Miranda 5 – Post-Conference Training Class – **Extending SAS Enterprise Miner 5**
- Miranda 6 – Post-Conference Training Class – **Predictive Modeling Using SAS Enterprise Miner 5, Day 1**

Note: Training Computer Lab sessions will be held in Rio Pavilion 3&4. Your instructor will share times for lab work, lunches and breaks with you prior to the start of each day.

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### **Thursday, October 21, Post-Conference Training**

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8:00am – 6:00pm

- Rio Rotunda – Conference Check-in and Information Booth open

8:00-9:00am

- Rio Rotunda – Post-Conference Training Check-in
- Miranda 2 – Continental Breakfast

9:00am-5:00pm

- Miranda 1&3 – Post-Conference Training Class – ***Data Mining Techniques, Day 2***
- Miranda 4 – Post-Conference Training Class – ***Advanced Predictive Modeling Using Enterprise Miner 5, Day 2***
- Miranda 5 – Post-Conference Training Class – ***Mining Textual Data Using SAS Text Miner for SAS 9, Day 1***
- Miranda 6 – Post-Conference Training Class – ***Predictive Modeling Using SAS Enterprise Miner 5, Day 2***

Note: Training Computer Lab sessions will be held in Rio Pavilion 3&4. Your instructor will share times for lab work, lunches and breaks with you prior to the start of each day.

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### **Friday, October 22, Post-Conference Training**

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8:00am – 5:00pm

- Rio Rotunda – Conference Check-in and Information Booth open

8:00-9:00am

- Rio Rotunda – Post-Conference Training Check-in
- Miranda 2 – Continental Breakfast

9:00am-5:00pm

- Miranda 1&3 – Post-Conference Training Class – ***Data Mining Techniques, Day 3***
- Miranda 4 – Post-Conference Training Class – ***Extending SAS Enterprise Miner 5***
- Miranda 5 – Post-Conference Training Class – ***Mining Textual Data Using SAS Text Miner for SAS 9, Day 2***
- Miranda 6 – Post-Conference Training Class – ***Predictive Modeling Using SAS Enterprise Miner 5, Day 3***

Note: Training Computer Lab sessions will be held in Rio Pavilion 3&4. Your instructor will share times for lab work, lunches and breaks with you prior to the start of each day.

