

M2009

Data Mining Conference

Monday, October 26

7:30 a.m.	Registration Open, Breakfast in Exhibit Hall					
8:30-8:45 a.m.	Welcome from Co-Chairs					
8:45-9:45 a.m.	Keynote Address <i>Data Mining in the Financial Services Industry: Change We Need</i> Bart Baesens, Katholieke Universiteit Leuven (Belgium) & University of Southampton (United Kingdom)					
9:45-10:00 a.m.	Break, Exhibit Hall Open					
10:00-11:00 a.m.	Keynote Address <i>The High ROI of Data Mining for Innovative Organizations</i> John Elder, Elder Research, Inc.					
11:00-11:30 a.m.	Break, Exhibit Hall Open					
11:30-12:30 p.m.	Keynote Address <i>Optimal Design of Mailing Campaigns - Insights from a Series of Studies</i> Manfred Krafft, University of Münster					
12:30-1:45 p.m.	Lunch, Exhibit Hall Open Lunchtime Keynote (1:00-1:45 p.m.): <i>Dr. Arthur Benjamin, Professor of Mathematics, Harvey Mudd College</i> <i>"Come watch Dr. Benjamin perform his unique mixture of math and magic."</i>					
	EMERGING TECHNOLOGIES	DATA AUGMENTATION	EMERGING TECHNOLOGIES	HEALTHCARE	GENERAL ANALYTICS	FINANCIAL & MARKETING SERVICES
1:45-2:45 p.m. Breakout Sessions	<i>Why Just Count Crime When You Can Prevent it: Changing Public Safety Outcomes with Operational Analytics</i> Colleen McCue, MC2 Solutions, LLC	<i>Customer Dynamics & Data Fusion: Revealing the Evolution of Customer Relationships</i> Gary Class, Wells Fargo & Company	<i>Mining Transactional and Time Series Data</i> Michael Leonard and Meredith John, SAS	<i>Improving Drug Safety Through Data Mining of Observational Healthcare Databases</i> Patrick Ryan, GlaxoSmithKline Research & Development	<i>Enterprise Value Optimization Through Analytics - Innovate and Iterate Everywhere</i> Martin Ellingsworth, ISO Innovative Analytics and Cheryl Doninger, SAS	<i>How to Translate Data Mining Outputs into Measurable Uplifts in ROI</i> Mark Carmichael, Eclipse International

Agenda subject to change

Monday, October 26 continued

2:45-3:00 p.m.	Short Break, Exhibit Hall Open					
	EMERGING TECHNOLOGIES	DATA AUGMENTATION	MARKETING	HEALTHCARE	GENERAL ANALYTICS	FINANCIAL & MARKETING SERVICES
3:00-4:00 p.m. Breakout Sessions	<p><i>Exploiting Randomness for a CRM Choice Modeling: Random MultiNomial Logit and Random Interaction MultiNomial Logit</i></p> <p>Anita Prinzie, University of Manchester</p>	<p><i>Why Our Models Fail - Sometimes It's In the EDA</i></p> <p>Dudley Gwaltney, SunTrust Bank</p>	<p><i>Marketing Optimization for Increased Revenues</i></p> <p>Choudur K. Lakshminarayan, HP Laboratories</p>	<p><i>Evaluation of Treatment Effect in Subgroups Generated by Survival Trees</i></p> <p>Chakib Battioui, Eli Lilly</p>	<p><i>Rapid Analytics Prototyping to Achieve Accelerated Business Impact/Self-Sustaining Investments</i></p> <p>Punit Mahajan, Infosys Technologies</p>	<p><i>The Rolling Ball: A Behavioral Customer Segmentation in Retail.</i></p> <p>Maarten Verschuere, dunnhumby</p>
4:00-4:45 p.m.	Break, Exhibit Hall Open					
	EMERGING TECHNOLOGIES	DATA AUGMENTATION	GENERAL	HEALTHCARE	GENERAL	FINANCIAL SERVICES
4:45-5:45 p.m. Breakout Sessions	<p><i>Experiences on Experiment Design in Direct Marketing</i></p> <p>Riku Mäkeläinen, TeliaSonera</p>	<p><i>Data Augmentation By Predicting Spending Pleasure Using Commercially-Available External Data</i></p> <p>Philippe Baecke, Ghent University</p>	<p><i>Sample Space Partition Tests for Finding Associations Between Variables in Large Data Sets</i></p> <p>Olivier Thas, Ghent University</p>	<p><i>Using Data Mining to Identify Missed Opportunities for Cervical Cancer Screenings</i></p> <p>Terry Whitlock, BCBS Tennessee</p>	<p><i>Generate Rating Tiers Using Different GLM Modeling Approaches: A Topic of Predictive Modeling on Personal Lines Insurance Pricing</i></p> <p>Jun Yan, Deloitte Consulting LLP</p>	<p><i>Financial Data Mining with Algorithmic Trading</i></p> <p>Robert Golan, DBmind Technologies, Inc.</p>
5:45-7:15 p.m.	Conference Reception, Exhibit Hall Open					

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7:30 a.m.	Registration Open, Breakfast in Exhibit Hall					
8:30-8:45 a.m.	Welcome from Co-Chairs					
8:45-9:45 a.m.	Keynote Address <i>Strategic Marketing Analytics During Turbulent Times</i> Will Neafsey, Ford Motor Company					
9:45-10:00 a.m.	Short Break, Exhibit Hall Open					
10:00-11:00 a.m.	Keynote Address <i>Don't Bore Your Expert: How to Interactively Learn Classifiers from Unlabeled Data</i> Michael Berthold, University of Konstanz					
11:00-11:30 a.m.	Break, Exhibit Hall Open					
11:30-12:30 p.m.	Keynote Address <i>Net Lift Prediction Models: How to Maximize Marketing Impact and What Data Miners Can Learn from Presidential Campaigns</i> Kim Larsen, Charles Schwab & Co					
12:30-1:45 p.m.	Lunch, Exhibit Hall Open					
	GENERAL	EDUCATION	TEXT MINING	SEQUENCE & TRAJECTORY ANALYSIS	RETENTION & LIFE CYCLE ANALYSIS	GENERAL
1:45-2:45 p.m. Breakout Sessions	<i>A Method of Segmenting Customers Based on Their Purchase Transaction Patterns</i> Randy Collica, HP	<i>Panel Discussion: Teaching Data Mining on Campus and Online: Opportunities and Challenges</i> Goutam Chakraborty, Oklahoma State; Carl Lee, Central Michigan; Ronald Klimberg, Saint Joseph's; Mike Speed, Texas A&M; Tom Bohannon, SAS	<i>Understanding Latent Semantics in Textual Data</i> Nick Evangelopoulos, University of North Texas & Terry Woodfield, SAS	<i>Sequence Analysis Technique in Business</i> Katsutoshi Yada, Kansai University, Osaka, Japan	<i>Impact on Customer Churn of Intensity of Sharing of User-generated Content at an Online Service</i> Zainab Jamal, HP Labs	<i>The Power of the Group Processing Facility in SAS Enterprise Miner</i> Sascha Schubert, SAS

Agenda subject to change

Tuesday, October 27 continued

2:45-3:00 p.m.	Short Break, Exhibit Hall Open					
	EMERGING TECHNOLOGIES	EDUCATION	TEXT MINING	SEQUENCE & TRAJECTORY ANALYSIS	RETENTION & LIFE CYCLE ANALYSIS	EMERGING TECHNOLOGIES
3:00-4:00 p.m. Breakout Sessions	<p><i>Advanced Analytics on Multi-Terabyte Datasets</i></p> <p>Peter Pawlowski, Aster Data Systems and David Shamlin, SAS</p>	<p><i>Impact of an Analytics Program on an Emergent Economy: The Mexican Case</i></p> <p>Viterbo H. Berberena González & Guillermo Hajar, Universidad Anahuac</p>	<p><i>Text Mining to Discover Influential Communications in Social Movements</i></p> <p>Judy Spomer and Randall LaViolette, Sandia National Laboratories</p>	<p><i>ApproxMAP : Intelligent Sequential Pattern Mining via Alignment</i></p> <p>Hye-Chung Kum, University of North Carolina</p>	<p><i>Long-Term Value Modeling in the Automobile Industry</i></p> <p>Bruce Lund, Marketing Associates LLC</p>	<p><i>High Performance Analytics with In-Database Processing</i></p> <p>Stephen Brobst, Teradata</p>
4:00-4:45 p.m.	Break, Exhibit Hall Open					
	GENERAL	EDUCATION	TEXT MINING	SEQUENCE & TRAJECTORY ANALYSIS	RETENTION & LIFE CYCLE ANALYSIS	GENERAL
4:45-5:45 p.m. Breakout Sessions	<p><i>Hidden Decision Trees to Design Predictive Scores – Application to Fraud Detection</i></p> <p>Vincent Granville, Data Shaping Solutions & Click Forensics</p>	<p><i>Winning Presentations</i></p> <p>Third annual Data Mining Shootout Winners</p>	<p><i>Managing Your Brand Using Text Analytics and Network Analysis</i></p> <p>Saratendu Sethi, Teragram and Barry deVille SAS</p>	<p><i>Trajectories Mining</i></p> <p>Shusaku Tsumoto, Shimane University</p>	<p><i>Active Use of Data Mining in the Customer Life Cycle Management Process of a Telecom Operator</i></p> <p>Robert Moberg and Mattias Andersson, TRE</p>	<p><i>Incorporating Fuzzy Cluster Memberships Within Enterprise Miner</i></p> <p>Donald Wedding, SAS</p>
5:45 p.m.	Conference Concludes					