

Center for Decision and Information Technologies
2012-2013 Seminar Series
Friday May 17

Two speakers discussing Big Data:

Utilizing Dynamic Data for Supply Chain Management
By Mark Schwartz, Global Data Manager for Bloomberg's Supply Chain Product

Synopsis: Learn how Bloomberg, a global information company involved in many aspects of international business — has used data and technology to create a product to help manage and mitigate risk in managing many companies' very crucial activity — the Supply Chain

Actionable Text Analytics:
Leveraging Unstructured Text for Competitive Advantage
By Nicholas Evangelopoulos, Associate Professor of Decision Sciences at the University of North Texas and Fellow for Fellow of the Texas Center for Digital Knowledge

Synopsis: In addition to high-Volume and high-Velocity, Big Data is also characterized by Variety of data types. After being overlooked by analysts for years, unstructured text is now emerging as a usable data type in Big Data Analytics. Methods for Text Analytics are continuously evolving and related software solutions are becoming increasingly available. But to what extent are Text Analytics results actionable? This presentation will explore the potential of Latent Semantic Analysis, a method for topic extraction from unstructured text data, to produce actionable results that offer competitive advantage. Two case studies will be presented, including (i) customer segmentation from open-ended customer survey data, and (ii) identification of competitors' advantage from unstructured notes taken by CRM employees.

8:00 am – 11:30 am, May 17, 2013

NEW LOCATION: The Seminar will be held at Las Colinas Country Club located at 4400 N. O'Connor Road in Irving, TX (Directions below). Check-in will begin at 8:00am with the first presentation beginning at 8:30am.

For Registration Contact: Vess.Johnson@unt.edu or call (940)-369-7218.

Agenda

- ***Session I (8:30 – 9:30am)***
- ***Break and Networking (9:30 – 10:00 am)***
- ***Session II (10:00 – 11:00 am)***
- ***Networking (11:00 – 11:30am)***

About the Speakers:

Mark Schwartz:

Mark has 14 years of experience working with Bloomberg LP, a financial data and analytics provider.

Mark has mostly been involved with new data products at Bloomberg which typically involve sourcing or creating new data sources to fuel these products. Currently Mark is the Global Data Manager for one of Bloomberg's newest products which focuses on sourcing Supply Chain related data for over 26,000 public companies worldwide.

Nicholas Evangelopoulos:

Nicholas Evangelopoulos is an associate professor of Decision Sciences at the University of North Texas and a Fellow of the Texas Center for Digital Knowledge. His research interests include Statistics and Text Mining. He received his Ph.D. in Decision Sciences from Washington State University and his M.S. in Computer Science from the University of Kansas. His research interests include statistics and text mining. His publications include articles appearing in MIS Quarterly, Communications of the ACM, Communications in Statistics, and Computational Statistics & Data Analysis.

DIRECTIONS:

<http://www.clubcorp.com/Clubs/Las-Colinas-Country-Club/About-the-Club/Directions-Hours>

Las Colinas Country Club

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