



Predictive & Advanced Analytics

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Monday, October 24

BPA-2430B	02:15 PM - 03:15 PM Mandalay Bay – South Seas D	McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings
BPA-3679A	02:15 PM - 03:15 PM Mandalay Bay – Breakers K – L	Introduction to IBM SPSS Decision Management
BPA-3682A	02:15 PM - 03:15 PM Mandalay Bay – Mandalay Bay B	The Cornerstone of Predictive Analytics: IBM SPSS Statistics and IBM SPSS Modeler
BPA-3815A	02:15 PM - 03:15 PM Mandalay Bay – Mandalay Bay K	Decisions that Drive success: Focusing on the Point of Interaction
BPA-3676A	10:15 AM - 11:15 AM Mandalay Bay – Mandalay Bay B	Predictive Analytics to Improve Customer Insight, Decision Making and Profitability
BPA-3683A	10:15 AM - 11:15 AM Mandalay Bay – Breakers K - L	Combating Fraud and Improving Customer Service with Predictive Analytics and BI

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



BPA-2410A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay B	Detecting Unusual Internet Banking Transactions with Predictive Analytics
BPA-3168A	11:30 AM - 12:30 PM Mandalay Bay – Breakers K - L	Reducing Customer Churn Rates through Predictive Analytics and Proactive Communication

Tuesday, October 25

BPA-2430C	01:45 PM - 02:45 PM Mandalay Bay – Mandalay Bay B	McKesson's Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings
BPA-3139A	01:45 PM - 02:45 PM Mandalay Bay – Breakers K – L	Old Dogs Can Learn New Tricks: How Quant Specialists and Traditional Credit Analysts Can Help Each Other
BPA-1728A	03:00 PM - 04:00 PM Mandalay Bay – Breakers K – L	Leading the Way with an Information-Led Transformation at Elie Tahari
BPA-3680A	03:00 PM - 04:00 PM Mandalay Bay – Mandalay Bay B	Decision Management:Orchestrating Consistent Enterprise-Wide Decisions
BPA-4134A	03:00 PM - 04:00 PM Mandalay Bay – Reef F	SPSS Overview and Real Time Scoring Scalability Best Practices on Power
BPA-2439A	04:30 PM - 05:45 PM Mandalay Bay – Mandalay Bay B	Talent Journey from Reporting to Predictive with IBM Cognos Workforce Performance and IBM SPSS Analytics

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BPA-3155A	04:30 PM - 05:45 PM Mandalay Bay – Breakers K – L	Dig Deeper: How to Find Gems in the Data Rubble and Facilitate Student Achievement
BPA-1427A	10:00 AM - 11:00 AM Mandalay Bay – Breakers K – L	Making Segmentation Actionable by Predicting Migration and Scoring Databases
BPA-3676B	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay B	Predictive Analytics to Improve Customer Insight, Decision Making and Profitability

Wednesday, October 26

BPA-3467A	02:00 PM - 03:00 PM Mandalay Bay – Mandalay Bay B	High Performance Meets Predictive Analytics: IBM Netezza and IBM SPSS Modeler Integration
BPA-3675A	02:00 PM - 03:00 PM Mandalay Bay – Breakers K – L	Serving Those who Served Our Country: Longitudinal Research on PTSD with IBM SPSS Data Collection
BPA-2415A	03:15 PM - 04:15 PM Mandalay Bay – Mandalay Bay D	Problem Formulation - The Key to Effective Analytics
BPA-3677B	03:15 PM - 04:15 PM Mandalay Bay – Breakers I – J	In the Age of Social, Market and Survey Research Is More Important than Ever: IBM SPSS Data Collection
BPA-3681A	03:15 PM - 04:15 PM Mandalay Bay – Mandalay Bay B	Better Marketing Programs through Predictive Analytics

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BPA-3682B	04:30 PM - 05:45 PM Mandalay Bay – Breakers K – L	The Cornerstone of Predictive Analytics: IBM SPSS Statistics and IBM SPSS Modeler
BPA-3351B	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay B	Predictive Maintenance: Prediction of Repeat Repairs at BMW
BPA-3678B	10:00 AM - 11:00 PM Mandalay Bay – Breakers K – L	Predictive Analytics Process Governance: Monitoring and Managing the Lifecycle of Predictive Analytic Assets
BPA-2140A	11:30 AM - 12:30 PM Mandalay Bay – Breakers K – L	Big Data Mining for Business--Customer Segmentation for Retailer Rakuten Ichiba
BPA-4129A	11:30 AM - 12:30 PM Mandalay Bay – Reef F	Driving Better Business Results with Decision Management Systems

Thursday, October 24

BPA-3678C	10:00 AM - 11:00 AM Mandalay Bay – Mandalay Bay B	Predictive Analytics Process Governance: Monitoring and Managing the Lifecycle of Predictive Analytic Assets
BPA-1225A	11:30 AM - 12:30 PM Mandalay Bay – Mandalay Bay K	Predictive Analytics Improve Inspection Accuracy and Energy Recuperation at CPFL Energia in Brazil

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