

**The Analytical Data Mart and The Customer Analytic Record
*Presented by: Dr. Bob Nisbet, Instructor, Predictive
Analytics Certificate Program,
University of California, Irvine***

The Analytical Data Mart and The Customer Analytic Record to Serve Predictive Analytics Presented by Dr. Bob Nisbet. The rise of Predictive Ana

lytics in business will generate many opportunities for

data

managers. The Business Ecosystem has arrived, and Predictiv

e Analytics models are the

“

windows

”

into

understanding its operational complexity. The Operat

ional Data Store (ODS) is an elaboration of data war

ehousing

design to serve the needs of business data users better (

cf. Kent Graziano

,

s talk). The Analytical Data Mart (ADM)

serves an analogous purpose to serve the needs of predic

tive analytics. Differences between the organization o

March, 2017 Chapter Meeting

Written by VP of Online Services

Friday, 20 January 2017 17:10 - Last Updated Wednesday, 22 March 2017 20:23

f data

in an EDW or ODS and that needed to serve analytics ef

ficiently are discussed. The discussion will include some

specific data transforms required by analytical algorit

hms, and how the

“

heavy lifting

”

of their processing can be

committed to data mart operations,. An example of th

e blending of an ODS and an ADM to serve predictive a

nalytics

modeling operations in a Santa Barbara bank will be

presented.

The Analytical Data Mart and The Customer Analytic

Record to Serve Predictive Analytics

Presented by Dr. Bob Nisbet. The rise of Predictive Ana

lytics in business will generate many opportunities for

data

managers. The Business Ecosystem has arrived, and Predictiv

e Analytics models are the

“

windows

March, 2017 Chapter Meeting

Written by VP of Online Services

Friday, 20 January 2017 17:10 - Last Updated Wednesday, 22 March 2017 20:23

”

into

understanding its operational complexity. The Operat

ional Data Store (ODS) is an elaboration of data war

ehousing

design to serve the needs of business data users better (

cf. Kent Graziano

,

s talk). The Analytical Data Mart (ADM)

serves an analogous purpose to serve the needs of predic

tive analytics. Differences between the organization o

f data

in an EDW or ODS and that needed to serve analytics ef

ficiently are discussed. The discussion will include some

specific data transforms required by analytical algorit

hms, and how the

“

heavy lifting

”

of their processing can be

committed to data mart operations,. An example of th

e blending of an ODS and an ADM to serve predictive a

nalytics

modeling operations in a Santa Barbara bank will be presented.

The rise of Predictive Analytics in business will generate many opportunities for data managers. The Business Ecosystem has arrived, and Predictive Analytics models are the “windows” into understanding its operational complexity. The Operational Data Store (ODS) is an elaboration of data warehousing design to serve the needs of business data users better (cf. Kent Graziano’s talk)

. The Analytical Data Mart (ADM) serves an analogous purpose to serve the needs of predictive analytics. Differences between the organization of data in an EDW or ODS

and that needed to serve analytics efficiently are discussed. The discussion will include some specific data transforms required by analytical algorithms, and

how the “heavy lifting” of their processing can be committed to data mart operations,. An example of the blending of an ODS and an ADM to serve predictive analytics modeling operations

in a Santa Barbara bank will be presented.

Speaker

Dr. Bob Nisbet’s original training was in Botany, with specialties in plant ecology and paleobotany. He taught and conducted research in Botany and Ecology for many years in several colleges and universities, most recently as a Researcher in Forest Growth Modeling at the University of California, Santa Barbara. He led a field investigation in central Ohio to collect plant fossils from Mississippian sediments. He retains his interest in paleobotany to the present. For the last 20 years of his career, Bob was active as a Data Scientist, initially for AT&T, then for NCR Corporation (after the split in 1996). He led the Yield Management analytical team at NCR Corporation which pioneered the design and development of

March, 2017 Chapter Meeting

Written by VP of Online Services

Friday, 20 January 2017 17:10 - Last Updated Wednesday, 22 March 2017 20:23

configurable data mining applications for retail sales forecasting, and Churn, Propensity-to-buy, and Customer Acquisition in Telecommunications, Insurance, Banking, Credit, membership organizations (e.g. AAA), and Health Care industries. He is lead author of the award-winning "Handbook of Statistical Analysis & Data Mining Applications" (Academic Press, 2009), and a co-author and general editor of the award-winning "Practical Text Mining" (Academic Press, 2012) and "Practical Predictive Analytics and Decisioning Systems in Medicine" (Academic Press, 2015). In his retirement, he serves as an Instructor in the University of California at Irvine Predictive Analytics Certificate Program, teaching many online and on-campus courses each year in Effective Data Preparation, and co-teaching Introduction to Predictive Analytics. He serves also as a technical advisor of the Predictive Analytics Certificate Program at UC-Irvine, as a Technical Editor of the Practical Predictive Analytics series of books by Cambridge University Press. He serves also on the Conservation Advisory board of the Santa Barbara Botanic Garden, where he provides botanical and analytical services.

When

March 16, 2017 (Chapter Meetings, 3rd Thursday)

Schedule

8:30 - 9:00 am - Sign In

9:00 - 10:15 am - Presentation

10:15 - 10:30 am - Break, Chapter Announcements

10:30 - 11:30 am - Presentation continued

Standard Insurance Center in the Atrium room

900 SW 5th Avenue in Portland.

The room is located at the 5th street level past the south elevator bank (as you enter from the 5th street

Cost

Free for Members!

\$15 for Non-Members

\$5 for Students with valid student ID

See our [corporate members](#)

March, 2017 Chapter Meeting

Written by VP of Online Services

Friday, 20 January 2017 17:10 - Last Updated Wednesday, 22 March 2017 20:23
