

7 ³⁰ - 10 ⁰⁰	TENNIS, POOL, GOLF FOR PEOPLE STAYING IN THE HALF MOON
9 ⁵⁰	OPENING KEYNOTE
10 ⁰⁰ - 10 ⁴⁵	<p>DATA ANALYTICS AND USAGE IN U.S. POLITICAL CAMPAIGNS</p> <p>James Fisfis (Chariot – San Francisco, USA)</p> <p>A look at the revolution of how political campaigns are using data and modeling to micro target their messages and increase voter turnout.</p>
11 ⁰⁰ - 11 ⁴⁵	<p>WIN MORE AB TESTS, HAVE BIGGER UPLIFTS PER EXPERIMENT!</p> <p>Peep Laja (ConversionXL – Austin, USA)</p> <p>Remember the key: actionable data - the quality of the questions will determine the quality of the insight you will get.</p>
12 ⁰⁰ - 12 ⁴⁵	<p>GOOGLE OPTIMIZE 360</p> <p>Charles Farina (Analytics Pros – Seattle, USA)</p> <p>Come learn about Google's new standalone a/b and multivariate testing product. The visual editing interface, targeting capabilities, personalization opportunities and of course the integrations with Google Analytics will all be covered through live demos. Even if you already have a testing platform, Optimize 360 has features and capabilities that you need to know about.</p>
13 ⁰⁰ - 14 ³⁰	LUNCH
15 ⁰⁰ - 15 ⁴⁰	<p>MAKE MORE MONEY WITH BAYESIAN A/B-TESTING!</p> <p>Annemarie Klaassen (Online Dialogue – Utrecht, Netherlands)</p> <p>Annemarie is going to talk about how she decides if an A/B-test variation needs to be implemented or not. A/B-testing is a great way to really learn from user behavior, but if you're only implementing significant results, you're leaving a lot of money on the table. That's not what a business wants! Most companies still use frequentist statistics to evaluate their A/B-tests and decide accordingly whether test variations will be implemented. Annemarie will explain a Bayesian A/B-test evaluation method that leads to more understandable test results and a clearer business decision, which in the end - will make a lot more money.</p>
15 ⁵⁰ - 16 ³⁰	<p>A/B TESTING</p> <p>TURN TO THE SPEAKERS!</p>
16 ³⁰ - 17 ⁰⁰	COFFEE BREAK (coffee, juice)
17 ¹⁰ - 17 ⁵⁰	<p>OPTIMISATION, CULTURE AND ORGANISATION - EXPERIMENTS IN CORPORATE LEAN</p> <p>Craig Sullivan (Optimal Visit – London, UK)</p> <p>In this session, Craig shares his research and insights from working with growth, analytics and optimisation teams at startups, corporates and over 70 clients: Why has productivity barely shifted in how we manage digital products and experiences? What is holding back the kind of innovations already seen in manufacturing, but for digital products? What old ways of working must die? What attributes do organisations driving leaps in experience, growth or innovation have? How do they organise themselves to manage teams and decision making? How are product ideas formed, tested and cycled over time? How can optimisation or testing scale across an organisation? Who looks after the short term horizons whilst keeping an eye on the long term strategy? Experimentation and innovation can't happen without accompanying organisational change to set this free. Craig hopes to share a brighter future where improved productivity and focus allows teams to deliver better product, right first time and with a shorter time-to-market.</p>
17 ¹⁰ - 17 ⁵⁰	<p>FRANKENPAGE: USING A MILLION LITTLE PIECES OF DATA TO REVERSE ENGINEER THE PERFECT</p> <p>Oli Gardner (Unbounce – Vancouver, Canada)</p> <p>Theory. Principles. They're essential to guide how we design our campaign experiences. But, if they aren't backed up by data, our decision making powers are missing a critical piece of the conversion equation. In the only landing page session you'll need to attend this year, Oli will share a series of conversion data stories. After mining through a million data points to uncover and dissect how conversion actually works, Oli will channel lightning bolts and body parts as he sews together the ultimate landing page.</p>

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10 ⁰⁰ - 10 ⁴⁵	<p>STRATEGIC AND TACTICAL IMPLEMENTATION AND ANALYSIS TECHNIQUES Yehoshua Coren (Analytics Ninja – Jerusalem, Israel) Hands on session focused on how to get the most out of Google Analytics. Yehoshua will show you how he approaches implementation of GA's enhanced features, including Custom Dimensions, Custom Metrics, Data Import, and Enhanced Ecommerce. Yehoshua will show you how to access a beautifully crafted data set via custom reports and segments and put it to use. Go home with a list of "things to do tomorrow" and practical knowledge about how to do it!</p>
11 ⁰⁰ - 11 ⁴⁵	<p>CUSTOMER-CENTRIC ANALYTICS: EXPOSING-EXTRACTING-REVEALING VALUE ADDING KNOWLEDGE NUGGETS Gunjan Mansingh (University of West Indies, Computing Department – Kingston, Jamaica) Increasingly more organizations are recognising the need for customer analytics to reveal knowledge about their customers that is hidden in their large data assets. Organizations accumulate an enormous amount of customer transactional, demographic and relational data. For a customer-centric approach, apart from demographic and transactional data, inferences can be derived from customers' behavioural data as well. In the financial domain this behavioural data can be derived from untapped non-traditional sources of data to discern new opportunities in building risk models to determine customers' ability and willingness to pay. For example, a customer's ability and propensity to pay back can be assessed using proxy variables derived from utility bills and point of sale (POS) data. In this study we demonstrate various data preparation methods which can be used for a customer-centric approach to find the "knowledge nuggets" in form of patterns, correlations and associations that are hidden in data.</p>
12 ⁰⁰ - 12 ⁴⁵	<p>REFACTORING ENTERPRISE BUSINESS INTELLIGENCE Sam Briesemeister (Sendachi – Seattle, USA) Are your clients struggling to meet strategic objectives with their analytics? Whether they're perpetually planning, constantly pushing deadlines, or never quite producing the insights they want, there is still hope. To fully leverage Analytics as a critical component of Business Intelligence, a new, strategic approach must acknowledge and adapt to real organizational dynamics and ever-changing markets. Business Intelligence requires the DevOps revolution to accelerate its promise of ROI. It's time to rethink Business Intelligence as a process, focusing on culture and collaboration in crafting BI strategy; prioritizing lean, efficient workflow and automation; and rapid, incremental delivery of insights to advance an evolving enterprise.</p>
13 ⁰⁰ - 14 ³⁰	<p>LUNCH</p>
15 ⁰⁰ - 15 ⁴⁰	<p>DATA, PRIVACY AND ETHICS TURN TO THE SPEAKERS!</p>
15 ⁵⁰ - 16 ³⁰	<p>BALLISTICS DATA MINING: TOWARDS A STUDY OF CRIMINAL ANALYTICS IN JAMAICA Sean Thorpe (School of Computing and Information Technology, Kingston – Jamaica) Forensic evidence plays a very important role in supporting digital crime scene investigations. This talk provides an important proof of concept study for collecting and interrogating digital forensic data used in informing physical crime scene data investigations. The work is grounded in the well-established forensic model frameworks for digital investigation. The experimental analysis provided in this study uses the statistical programming language R to simulate and interpret the results collected against a NoSQL graph database. We use Graph mining techniques to determine the levels of precision and accuracy against the compiled ballistic data sets i.e firearm data, and associated gang-like activities related to such firearms. The findings of this study are intended to demonstrate that law enforcement can make plausible hypothesis that could be used to draw reasonable inferences about firearm-related crime. This work is applicable to the use of intelligent ballistic data tracking for forensic crime scenes applicable to a Jamaican context.</p>
16 ³⁰ - 17 ⁰⁰	<p>COFFEE BREAK (coffee, juice)</p>
17 ¹⁰ - 17 ⁵⁰	<p>GOOGLE DATA STUDIO 360 Charles Farina (Analytics Pros – Seattle, USA) Come learn about Google's new standalone data visualization and reporting product. With Data Studio 360 you can create powerful stories with your data through creation of rich visualizations, interactive reports, and a visual editing interface. Come see what it feels like to be a true data 'artist' and paint your data.</p>
17 ⁵⁰ - 18 ³⁰	<p>ART OF ASKING THE RIGHT QUESTIONS Judah Phillips (Smartcurrent – Boston, USA) Asking business questions answerable with digital data and forming a plan to answer them is how successful companies do analytics. A business question isn't necessarily "what's my conversion rate?" or "how many unique visitors did we have month over month?" The right questions address important business concerns in way that enables the analyst to direct their work and frame it for business and IT. In this session, Judah will discuss how to begin the the analytical process by crafting and helping others to craft real business questions, elaborate the task into an analytical plan, and conclude it by providing a data-informed answer. We'll use anonymized real-world examples to do so.</p>

7 ³⁰ - 10 ⁰⁰	TENNIS, POOL, GOLF FOR PEOPLE STAYING IN THE HALF MOON
10 ⁰⁰ - 10 ⁴⁵	<p>AGILE BI IN HIGHER EDUCATION: A CASE STUDY FROM THE UNIVERSITY OF THE WEST INDIES, MONA CAMPUS, JAMAICA</p> <p>Maurice McNaughton (Mona School of Business & Management, UWI - Kingston, Jamaica)</p> <p>In keeping with a growing demand for increased managerialism in the Higher Education sector, university executives and administrators need accurate and informative data on the state of their institutions in order to enable the shift in management culture towards data-driven decision making practices for operational and administrative purposes as well as to student teaching and learning issues. The presentation describes an "Agile Approach to Strategic Business Intelligence" currently being implemented at UWI that includes the application of an Information Maturity Assessment instrument that enabled the rapid development of a strategic BI Roadmap and proof of concept Analytics Applications for the Institution.</p>
11 ⁰⁰ - 11 ⁴⁵	<p>"FROM ZERO TO BI IN 90 DAYS..." - A CASE STUDY</p> <p>Arthur R. Phidd (The Community Preservation Corporation – Kingston, Jamaica)</p> <p>Many business intelligence projects are stopped in "flight" while the organization reverts to its legacy approach to managing, mining, sharing and using data. Why is the implementation of business intelligence solutions, seemingly, such a complicated and challenging prospect. The fact is that most organizations are misled by well-spoken sales people promising cosmetically perfect charts with wicked 3-D visualization along with the ability to look at every single piece of data created on the planet. In other words, if you implement a reporting tool then you have found the BI holy grail. Unfortunately, all they have done is replaced Excel with an extremely expensive piece of technology. Without a proper context, framework, and understanding that business intelligence is a transformative concept affecting people, process and technology, then organizations end up with "Technology looking for a problem to solve". In this presentation we will contemplate the problems, causes, and solutions that can help organizations realize real value for money spent on a Business Intelligence initiative. A live demo of one such</p>
12 ⁰⁰ - 12 ⁴⁵	<p>AUTOMATING YOUR ANALYTICS: THE GOOD, THE BAD AND THE UGLY</p> <p>Jeff Sauer (Jeffalytics – Planet Earth)</p> <p>Set it and forget it. That's the promise of nearly every late night infomercial in the US, but does it really work? Jeff explores the process of automating analytics for business owners, and shares the things that work, the things that do not work as planned and some of the ugly things that can happen if you neglect your analytics. Attendees will walk away with an understanding of samples of results you can expect from analytics automation and battle-proven methods for automating your analytics results.</p>
13 ⁰⁰ - 14 ³⁰	LUNCH
15 ⁰⁰ - 15 ⁴⁰	<p>DO YOU REALLY KNOW YOUR END USER AND HOW TO REACH THEM?</p> <p>Ivan Bager (SiteImprove (Hovedstaden – Denmark))</p> <p>As analysts we work hard every day to mine gold from the dark pits of digital data. We aim to create value from insights. If we're lucky, our stakeholders will understand, and maybe even act on, these insights. But will this information make its way to the relevant people, the editors; the copywriters; the designers – or will it get lost in the organizational depths? Too often, the latter is the case. In this presentation you will hear about how we make use of personas, field studies, and empathy to develop</p>
15 ⁵⁰ - 16 ³⁰	<p>MESSAGING VS. REALITY</p> <p>Eric Kavanagh (Bloor Group – Austin, USA)</p> <p>Vendors say the darndest things! Seamless, robust, intuitive - the marketing language used by vendors is often misleading, and rarely gives adequate visibility into what an application or platform actually does. This is especially true in the new and exciting world of open-source, where product names often give little indication as to what's under the hood: like Hadoop, Kafka, Spark, Hive, Zookeeper and others. That said, there are many useful enterprise technologies, and today's organizations need to make smart decisions about which products and services to purchase. Furthermore, the open-source movement is absolutely disruptive, not just to the operating systems of large corporations, but also to data management in general -- especially analytics -- and increasingly throughout the application landscape. In this presentation, Bloor Group CEO Eric Kavanagh separates wheat from chaff, and offers some best practices for reading between the lines, and thus ascertaining exactly what modern enterprise software actually does.</p>
16 ³⁰ - 17 ⁰⁰	COFFEE BREAK (coffee, juice)
17 ¹⁰ - 17 ⁵⁰	<p>LEARNINGS FROM THE MOST ADVANCED GTM DEPLOYMENT I HAVE EVER</p> <p>Phil Pearce</p> <p>This learning session on "things that, I wish I knew" before I started the project. A deadline of 3 months to migrate to GA universal (via GTM) on 6 CMS platforms and also migrate 600 GA classic events. It's quite an interesting story; very advanced and enterprise level.</p>
17 ⁵⁰ - 18 ³⁰	<p>BUILDING AN ANALYTICS TEAM</p> <p>TURN TO THE SPEAKERS!</p>