



**Make Analytics  
Your Competitive  
Advantage**



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# The Canadian Operational Research Society presents Analytics Day

Wednesday, May 29, 2019

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## PROGRAM

Organizations and companies today are inundated with data and, finding the right insights and impactful strategies continue to be a challenge. The CORS Analytics Day aims to share the successes and best practices of how to leverage data to create a competitive and sustainable advantage.

**8:30 AM – 10:00 AM**

10:00 AM – 10:30 AM

**10:30 AM – 12:00 PM**

**12:00 PM – 1:30 PM**

**1:30 PM – 2:30 PM**

2:30 PM – 2:45 PM

**2:45 PM – 3:45 PM**

3:45 PM – 4:00 PM

**4:00 PM – 5:00 PM**

5:00 PM – 6:00 PM

**Business Analytics Best Practice**

Coffee Break

**Data Driven Insight**

Luncheon Plenary: **Adventures in Policy Modeling!**

**Sports Operations and Management Analytics**

Break

**Storytelling with Data**

Break

**Workshop** presented by **Palisade**

Networking Reception

## REGISTER

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\$125.00 until May 25th, 2019 / \$150.00 after May 26th, 2019

*\*This Registrant Type is only available for non-academics (i.e., practitioners at a company or organization).*

## DATE & LOCATION

Wednesday, May 29, 2019 - Delta Hotel Bessborough, Saskatoon, Saskatchewan



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## SESSIONS

**Business Analytics Best Practice** – Many organizations have formal Data/Business Analysts and have adopted Analytics as an integral part of all core functions. While many firms have invested resources into Analytics, some are more successful than others. In this session, seasoned experts will discuss the best practices of how to leverage data and analytics to create competitive advantages.

(*Moderator:* Mehmet Begin / *Speakers:* **Sylvie Bouchard**, Marketing Manager, BHP; **Peter Bell**, Professor Emeritus, Ivey Business School; **Brad Zimmer**, Associate Vice-President, IT Systems and Operations, Federated Co-operatives Limited)

**Data Driven Insight** – Buzzwords like AI, Big Data, Machine Learning, and Deep Learning have become ubiquitous. In this session industry experts will share strategies, techniques, and tools for generating the relevant and impactful insight from data.

(*Moderator:* Kent Kostuk / *Speakers:* **Ronald Christopher**, Sr. Solutions Architect, SAS; **Fernando Hernandez**, Trainer, Palisade; **John Meredith**, Principal, Nautilus Operational Research Consulting)

**Adventures in Policy Modeling!** - Policy Modeling refers to the application of operations research, statistics, and other quantitative methods to model policy problems. Recognizing that analyses of all sorts often exhibit diminishing returns in insight to effort, the hope is to capture key features of various policy issues with relatively simple "first-strike" models. Problem selection and formulation thus compete with the mathematics of solution methods in determining successful applications. I will review some personal adventures in policy modeling selected from public housing, HIV/AIDS prevention, bioterror preparedness, counterterrorism, and immigration policy.

(*Speaker:* **Ed Kaplan**, Professor, Yale University)

**Sports Operations and Management Analytics** – Numbers, measurements and statistics have always been an integral part of the physical and physiological aspect of sports. Recently the analytics of sports operations and management has become equally important. A celebrated example includes the success story of the Oakland A's as portrayed in the book and film Moneyball. Today, sport organizations, ranging from baseball to Formula 1 to hockey to curling, have adopted analytics in all aspects of their operations. The focus of this panel is to discuss the insights and winning strategies behind sports analytics as it pertains to operational and managerial issues.

(*Moderator:* TBC / *Speakers:* **Keith Willoughby**, Dean, Edwards School of Business; **Martin L. Puterman**, Professor Emeritus, Sauder School of Business; **Neil Lane**, CEO, Stathletes)

**Storytelling with Data** – So what if you have tons of data and the best data scientist producing advanced analyses? All the sophisticated analysis in the world has no value unless you can convince clients, colleagues, managers, executives to act on your insight. The focus of this panel is to explore how to create compelling narratives and insightful presentations based on data and analytics.

(*Moderator:* **Fredrik Odegaard** / *Speakers:* **Glendon Hass**, Sr. Business Analyst, IBM)

## FOR MORE INFORMATION

**Fredrik Odegaard**, Ivey Business School, [fodegaard@ivey.uwo.ca](mailto:fodegaard@ivey.uwo.ca)

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*Analytics Day is organized by the Canadian Operational Research Society (CORS) 2019 Conference and is part of the 2019 CORS Conference taking place May 27-29, 2019. The Canadian Operational Research Society, which has been in existence since 1958, is a scientific and professional society that takes a leadership role in the advancement of both the theory and the practice of Operational Research (OR) in Canada and safeguards the existence of a vital Canadian OR community by promoting contact between people interested in the subject.*