Data Visualization Summit

Influence Decisions With Data Visualization

April 9 & 10, 2014
Santa Clara Convention Center, Santa Clara, CA
Confirmed Speakers

- Senior Data Scientist, Microsoft
- Senior Data Visualization Scientist, Twitter
- Data Scientist, FedEx
- Senior Data Scientist, Jawbone
- Data Scientist, Gap
- Data Analyst, Modcloth
- Senior Designer, Microsoft
- Web Designer, Fox Sports Interactive
- Senior Data Scientist, LinkedIn
- Advanced Analytics, Boeing
- Senior Director, Engineering, WalmartLabs
Who Will You Meet?

There is no question that IE. provides the gold standard event within Data Visualization, helping you connect with decision makers. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

Company Size Of Attendees

- 1000+ Employees: 56%
- 300-999 Employees: 11%
- 50-299 Employees: 25%
- Less than 49 Employees: 8%

Attendees are companies with at least 300 employees: 81%

Job Title Of Attendees

- President / Principal: 3%
- SVP/VP: 21%
- C-Level: 12%
- Snr. Director / Director: 42%
- Global Head / Head: 13%
- Snr. Manager / Manager: 8%
- Academic (1%)

Attendees are at Director level or above: 78%

Previous Delegates Include

- Senior Architect - Nokia
- Senior Data Scientist - Nasa
- Lead Data Analyst - Google
- Director, Advanced Analytics - Nike
- SVP Research - NBC Universal
- Director, Data Visualization - Yahoo!
Data visualization greatly enhances not only data comprehension, but it allows for a greater coverage of trends and patterns within structured & unstructured data.

The Data Visualization Summit brings together leaders and experts in the field to explain and clarify the numerous benefits of using data visualization. One of the top benefits is that data becomes easier to understand, more accessible and presented in a format that helps people better interact with the data as well as analyze it.

Typically data is used for mining and reporting, however there are new sets of data visualization tools that can take your analysis to a whole new level. This has made it possible to quickly understand trends, patterns, and outliers that would not have been noticed with traditional tools.

The Data Visualization Summit will run concurrently with the Big Data Innovation Summit to provide fantastic networking opportunities.

About The Summit

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Speaker Information

David Longstreet
Senior Data Scientist
Microsoft

David Longstreet is a Data Scientist at Microsoft Advertising working on improving relevance for both Bing and Yahoo. He conducts research on petabytes of data. He creates and implements statistical and econometric models to improve the relevance of online advertising. Prior to joining Microsoft, David conducted detail research studies for companies and government agencies in the USA, Europe and Asia.

David has taught economics and statistics at the graduate level for over a decade. He also publishes educational videos on YouTube and his videos have been viewed over 4 million times. He utilizes 21st century tools to help students visualize economics and statistics.

Krist Wongsuphasawat
Senior Data Visualization Scientist
Twitter

Krist is a senior data visualization scientist at Twitter, where he spends time digging into big data and applying visualization techniques to make use of these rich and complex datasets. Before joining Twitter, he received his PhD from University of Maryland under the supervision of Dr. Ben Shneiderman. His dissertation work introduces new visualization techniques for analyzing temporal data, which led to several publications and some parts of his work are now included in the IBM Healthcare Analytics Solution.

Motion Graphics and Visual Explanations

As big data grows in popularity more individuals need to digest and understand complex statistical ideas. In this presentation I will provide suggestions on how to explain complex statistical ideas to audiences with little or no background in statistics? I will show how motion graphics can help communicate difficult concepts.

From Data to Visualization: What happened in between?

What is the thought process to transform data into visualizations? In this talk, I will talk about guidelines to help you start from raw data, walk through standard techniques, and also discuss about things to keep in mind when making design decisions.
Heidi Roller  
Web Designer  
FOX Sports Interactive

Heidi is a Web Designer at FOX Sports Interactive, where she designs a variety of visual experiences that engage and connect online sports fans. Heidi has focused much of her time recently on designing editorial infographics for the FOXSports.com audience. She calls upon her experience in graphic design, her background in film research and her passion for storytelling to craft engaging visual narratives.

The Data Designer as Storyteller

Through designing infographics, I found my voice. I tell stories about individual athletes, entire teams and specific sports events, using data to illustrate the narrative. In this presentation, I will talk about my own journey as a data designer, what each project has taught me and how I use the craft of data visualization to tell a story.

Mohan Dorairaj  
Senior Data Analyst  
eBay

Mohan Dorairaj is a Senior Data Analyst at eBay. He is a data geek, who thinks data can change the world, for good. Having won over 20 awards in design and animation, he is very passionate about design. Data Visualization is the perfect juncture for him exercising both his data & design skills. Mohan got his Bachelors in Computer Science from Bharathiar University, India and studied Statistics and Data Mining at Stanford.

Data Visualization at eBay Mobile

eBay is defining the future of commerce: A global connected commerce. With mobile being at the center of our lives, eBay mobile app empowers users to buy & sell anytime, anywhere. In this session, you will discover how we turned selling on mobile a snap with just a few taps. I will be sharing some cool data visualizations which helped us uncover product insights and make selling on mobile a great experience.

Brian Wilt  
Senior Data Scientist  
Jawbone

Brian likes fast cars and good data. He dreams about a day when data helps him keep up with fashion trends and dress better (Clueless, anyone?). In his spare time, he coaches kids volleyball, and his team held a #1 national ranking in their age division in 2012. He is depending on smart people to make self-driving cars a reality before he has kids.

At Jawbone, we are trusted with an unprecedented amount of data gathered from hundreds of thousands of Jawbone UP wrist bands. We use it to explore new frontiers of our understanding of sleep. For example, which city lost more sleep: Boston celebrating the Red Sox World Series championship, or Washington D.C. sparring over the fiscal cliff crisis? To tell these stories to our users in a way that’s consistent with our brand, we collaborate with artists such as Shantell Martin in Jawbone’s UP X Art series. This allows us to share data stories with our users through channels like Tumblr in a way that is as informative as it is beautiful.

Dream A Little Bigger: Telling Beautiful Data Stories

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Ahmad R. Yaghoobi is a Technical Fellow of the Boeing Company in IT Enterprise Architecture. Ahmad has over 28 years of Boeing IT experience (software development, design, architecture, EA, and advanced analytics) supporting multiple business units as well as subsidiaries and partners. Ahmad currently leads the Future State Systems Architecture (FSSA) initiative sponsored by Boeing CIO and IT Chief Architect. He is also the EA technical leader of the advanced analytics to establish the strategy, standards, methods and tools required to enable effective application of advanced analytics.

Visual Analytics at Boeing - application of Advanced Visual Analytics to Industry Problems and Challenges

I will talk about the application of advanced visual analytics to solve industrial problems in aerospace, including maintenance & reliability, workplace & airplane safety, system performance and factory floor quality. There are challenges when defining the problem such as identifying, acquiring, cleaning, and structuring the data from multiple sources & formats. In addition to identifying & applying appropriate analysis methods, tools and challenges in finding sufficiently skilled resources, technology, and ability to perform analysis, I will also discuss challenges regarding managing stakeholder expectations.

In this talk we'll describe the role that information visualization technologies play in the LinkedIn data science ecosystem, and explore best practices for understanding the structure of large-scale data in a production environment. From hypothesis generation and feature development to model evaluation and tooling, visualization is at the heart of LinkedIn's machine learning workflows, enabling our data scientists to reason and communicate more effectively. Broken down into clear, structured insights based on proven technology and workflow patterns, this talk will help you understand how to apply information visualization to the analytical challenges you encounter every day.

Information Visualization for Large-Scale Data Workflows

The ability to instrument and interrogate data as it moves through a processing pipeline is fundamental to effective machine learning at scale. Applied in this capacity, information visualization technologies drive product innovation, shorten iteration cycles, reduce uncertainty, and ultimately improve the performance of predictive models. It can be challenging, however, to understand where in a workflow to employ data visualization, and, once committed to doing so, developing revealing visualizations that suggest clear next steps can be similarly daunting.

Michael Conover
Senior Data Scientist
LinkedIn

A Senior Data Scientist at LinkedIn, Michael Conover develops machine learning infrastructure that leverages the relationships and behavior of hundreds of millions of individuals. His academic research on propaganda campaigns and political polarization has been featured in The Wall Street Journal, Science, the MIT Technology Review, and on National Public Radio.

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Mike Pell is a Senior Designer for Microsoft, focused on bringing clarity to the extreme scale and complexity of modern datacenter management. Bold, insightful and uncompromising, he has a history of shipping breakthrough products and services used by millions over almost thirty years in the software industry. A rare blend of skills (Design + Dev + PM) and approach helps Mike bring a unique perspective and thinking to modern design challenges.

**Information As Interface**

It's no longer enough to cleverly visualize data sets or provide summary infographics – people increasingly want the ability to deeply explore, pivot, and quickly extract insights from the complex content we produce in order to make decisions. But, too often the interaction part of that equation is an afterthought. This talk digs into how to address that directly by using a principled interaction design approach in our work, which leads directly to producing "smart information" that enables a new type of conversation with our audience.

Krystal St. Julien is a Data Analyst at ModCloth, a San Francisco-based online retailer known for its innovative social shopping experience, unique apparel and décor, and wide range of styles from independent designers. As a Data Analyst, Krystal is responsible for cleaning and mining data, automating company reporting, and deriving predictive models all in an effort to help make every team at ModCloth function in the most optimized and efficient manner possible. Prior to ModCloth, Krystal completed her Ph.D. in Biochemistry from Stanford University before switching industries. In order to smooth her transition, Krystal became a fellow of the Insight Data Science program which helped bridge the gap between academic science and industry analytics. Since joining ModCloth in September 2013, Krystal has focused on projects to aid the growth and efficiency of the business, which was named one of Fast Company's "Most Innovative Companies 2013."
**Data Visualization Summit**

- **Date:** April 9 & 10, 2014
- **Location:** Santa Clara, CA
- **Venue:** Santa Clara Convention Center
- **Accommodation:** Room Blocks Available
  - Plaza Suites Santa Clara
  - Hilton Santa Clara

**Registration Pricing**

- **Silver Pass**
  - **$1495**
  - Access to all sessions & networking events
  - **$1295** (Early Bird Price before Jan 31)

- **Gold Pass**
  - **$1795**
  - Access to all sessions, networking events & annual subscription to IE membership
  - **$1595** (Early Bird Price before Jan 31)

- **Diamond Pass**
  - **$1995**
  - Access to all Data Visualization networking events, annual subscription to IE membership, Full access to co-located Big Data Innovation Summit
  - **$1795** (Early Bird Price before Jan 31)

**Group Discount Offers**

- 3 Silver Passes: $3000 ($1000 per attendee)
- 5 Silver Passes: $4500 ($900 per attendee)
- 3 Gold Passes: $3900 ($1300 per attendee)
- 5 Gold Passes: $6000 ($1200 per attendee)

For group discounts on All Inclusive Passes, larger groups or special requests contact Lewis by calling +1 415 692 5281 or email lchandler@theiegroup.com

* Team discounts are applicable at the point of registration only.

**Ways to Register**

- **+1 415 692 5281**
- **+1 323 446 7673**
- [Register Here](#)
Registration Form

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April 9 & 10, 2014 | Santa Clara Convention Center | Santa Clara, CA

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COUNTRY
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2. Pass Types...

Early Bird Pass Options until Jan 31, 2014
☐ Early Bird Silver: $1295 Attendees _____
☐ Early Bird Gold: $1595 Attendees _____
☐ Early Bird Diamond: $1795 Attendees _____

Regular Pass Options after Jan 31, 2014
☐ Silver Pass: $1495 Attendees _____
☐ Gold Pass: $1795 Attendees _____
☐ Diamond Pass: $1995 Attendees _____

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Pass Descriptions:
Silver Pass: Access to all sessions & networking events
Gold Pass: Access to all sessions, networking events & annual subscription to IE. membership
Diamond Pass: Access to all Data Viz sessions, networking events, annual subscription to IE. membership & Strategic Analysis Report

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**Flagship**

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- Hadoop
- High Tech
- Women
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- Healthcare
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Membership
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IE. is the premier forum for Finance, Operations Planning & Business Analytics education. Gain insight and optimize results with un-biased actionable business education available on-demand and delivered by your peers. Stay on the cutting edge of the latest trends within S&OP, FP&A & Business Analytics, all without having to leave your desk.

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- Access to our extensive training library. Whenever your team needs to benchmark or gain some key actionable ideas, they just watch a quick video.
- Monthly newsletters with industry insights and important news - vital for up-to-date info and methodology.

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