Predictive Analytics World Follows Acclaimed Debut with October Conference in Washington, DC

The second Predictive Analytics World conference is slated for October 20-21, 2009 in Washington, DC and features keynote speakers Stephen Baker (author of The Numerati and Senior writer at BusinessWeek) and Usama Fayyad, Ph.D. (CEO, Open Insights and formerly Yahoo!'s Chief Data Officer and Executive Vice President). The event follows PAW's successful debut in February, and includes predictive analytics experts, case studies, and resources aimed at strengthening the business impact delivered by and establishing new opportunities with predictive analytics.

Santa Barbara, CA (PRWEB) August 7, 2009 -- The second Predictive Analytics World conference is slated for October 20-21, 2009 in Washington, DC and features keynote speakers Stephen Baker (author of The Numerati and Senior writer at BusinessWeek) and Usama Fayyad, Ph.D. (CEO, Open Insights and formerly Yahoo!'s Chief Data Officer and Executive Vice President). The event follows PAW's successful debut in February, and includes predictive analytics experts, case studies, and resources aimed at strengthening the business impact delivered by and establishing new opportunities with predictive analytics.

Lined up are speakers from enterprises such as Aflac, Amway, The Coca-Cola Company, Financial Times, Hewlett-Packard, IRS, National Center for Dropout Prevention, The National Rifle Association, The New York Times, Optus (Australian telecom), PREMIER Bankcard, Reed Elsevier, Sprint-Nextel, Sunrise Communications (Switzerland), Target, US Bank, Infinity Insurance, U.S. Department of Defense, Zurich -- plus special examples from Anheuser-Busch, Disney, HSBC, Pfizer, Social Security Administration, WestWind Foundation and others.

The vendor-neutral conference strives to be the business-focused event for predictive analytics professionals, managers and commercial practitioners, covering commercial deployment across industries and software vendors. Attendees hear precisely how Fortune 500 analytics competitors and other top practitioners deploy predictive modeling and what kind of business impact it delivers.

"No matter how you use predictive analytics, the story is the same," says Eric Siegel, Ph.D., conference chair and president of Prediction Impact, Inc. "Predictively scoring customers optimizes business performance."

Siegel adds that predictive analytics initiatives across industries leverage the same core predictive modeling technology, share similar project overhead and data requirements, and face common process challenges and analytical hurdles.

Workshops

Three pre- and post-event workshops complement the core conference program:

The Best and the Worst of Predictive Analytics: Predictive Modeling Methods and Common Data Mining Mistakes
Instructor: John F. Elder, Ph.D., CEO and Founder, Elder Research, Inc.

[Hands-On Predictive Analytics](#)
Instructor: Dean Abbott, President, Abbott Analytics

[Putting Predictive Analytics to Work](#)
Instructor: James Taylor, CEO, Decision Management Solutions

Cross-Industry Applications:
Predictive Analytics World bills itself as the only conference of its kind, delivering vendor-neutral sessions across verticals such as banking, financial services, e-commerce, education, government, healthcare, high technology, insurance, non-profits, publishing, retail and telecommunications. Commercial applications include response modeling, customer retention with churn modeling, product recommendations, fraud detection, online marketing optimization, behavior-based advertising, insurance pricing, sales forecasting, text mining and credit scoring.

February's inaugural Predictive Analytics World saw over 200 attendees from 13 countries.

"Predictive Analytics World was probably the best analytics conference I have attended, from a knowledge point of view, in a long time...[and] turned into my new must-go-to conference," said Dennis R. Mortensen, Director of Data Insights at Yahoo!

The conference is suitable for those who are new to predictive analytics, kicking off a new initiative, or simply exploring ways to position predictive analytics at their organization. Predictive Analytics World attendees can:

* meet predictive analytics vendors and compare solutions, software and services
* network with professional colleagues and share experiences and challenges
* participate in discussions with predictive analytics experts

More Information

More information is available at: www.predictiveanalyticsworld.com

Early-Bird registration discount of $200 ends September 4.
For registration, visit: www.predictiveanalyticsworld.com/register.php

The PAW LinkedIn group is at: www.linkedin.com/e/gis/1005097

All other inquiries, e-mail registration (at) predictiveanalyticsworld.com or call (866) 223-2579.

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