ADVANCING THE DATA—DRIVEN ORGANIZATION
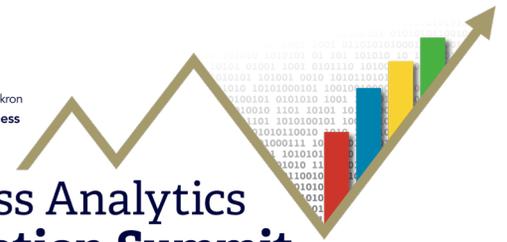
Presented by CITA, College of Business

**The University of Akron
College of Business**

**Business Analytics
Innovation Summit**

PRESENTATIONS

Step Back to Step Forward: The Journey to Data Informed Decision Making

CHRIS DENIZIAK, CLEAR PROCESS SOLUTIONS
Data Strategist/Data Architect

Heinen's Grocery Store, like many other organizations, was experiencing challenges with disparate data sources, lack of alignment on key KPIs, lack of speed making decisions and making decisions that weren't data informed.

Through a rigorous interview process, CPS uncovered key organization themes that would enable the creation of a robust digital transformation roadmap. By focusing on the foundation of data and analytics, Heinen's is laying the groundwork for data-informed decision making and continued success as a 4th generation family business.

Digital Exhaust–The Sludge Holding Back Your Analytics Engine

CHRIS MCPHERSON, 1848 VENTURES
Venture Builder, Data Science Strategy

If data truly is "the new oil," then many analytics and AI initiatives are given 'sludge' in the form of 'digital exhaust,' data collected in service of transactional processes and repurposed. This supply-side approach to data often fails to provide a meaningful digital representation of the phenomena your analytics team leverages in automating, predicting, prescribing, or understanding.

Through the lens of LineUp.ai, a business built by 1848 Ventures, Chris makes a case for a demand-side data strategy that puts business' decisions and their objectives at the center of a design process called the Digital Representation Design.

MLOps: Automate your Machine Learning Pipeline without a Headache

PAT THONTIRAWONG, DATA REVENUE GMBH
Senior Machine Learning Engineer

Deploying a machine learning model and its data processing pipeline are not easy. The talk will cover how data scientists can use MLOps to address the deployment problem. We will cover how to create an automated machine learning training and deployment pipeline and present a case study on how an automaker can integrate MLOps tools into their machine learning deployment.

A Pandemic Lesson for Normal Operations: Combining Optimization and Machine Learning Algorithms to Improve Delivery Performance at Lower Cost

MARK WELLS, OPTIYOL
Vice President for Customer Innovation and Value

OZAN GOZBASI, OPTIYOL
Co-Founder and CEO

For Beymen, a world-class player in Turkey's luxury retail sector, "lockdowns" in response to the pandemic caused a decline in store visits, but with a surge in online sales. Traditionally, the company outsourced e-commerce deliveries to parcel delivery companies. This time, however, service levels deteriorated as all delivery companies struggled simultaneously with both an increase in demand and also a labor shortage.

Beymen's commitment to delight its loyal customers led to the formation of its own delivery organization to reduce delivery lead times and improve visibility. Optimization, heuristics, and machine learning techniques were combined to forecast demand, right-size the fleet, allocate orders to vehicles, and determine the best delivery sequences, while tracking orders in real-time, leading to a 35% reduction in cost per delivery and a 40% decrease in lead times.

A Data Analytics Journey in Specialty Chemicals at Lubrizol

ALLISON RAJAKUMAR, LUBRIZOL
Sr. Manager, Statistics & Data Analytics

At Lubrizol, data analytics has played an important role in facilitating product development and deployment for over two decades. This is the journey from our early data analytics approaches to the sophisticated integrated system in place today.

This includes a discussion of the activities and processes required for maintaining a highly utilized system, which generates predictions for over 15,000 formulated materials monthly. In addition, this presentation will highlight current challenges and the plans for evolving our data analytics systems for the future.

ABOUT CITA

The Center for Information Technologies and Analytics (CITA) in the College of Business develops students and faculty in the principles and practices of information technology and analytics. CITA provides scholarships, mentoring, and co-op and internship opportunities to students; resources to faculty; and outreach to local companies.

AGENDA

THURSDAY, SEPT. 23

11:30 - 11:35 A.M.

Program Welcome
Master of Ceremonies
Abdou Ayoub, Managing Director, Paragon Shift

11:35 A.M. TO NOON

Step Back to Step Forward: The Journey to Data Informed Decision Making
Chris Deniziak, Clear Process Solutions

NOON – 12:30 P.M.

Digital Exhaust - The Sludge Holding Back Your Analytics Engine
Chris McPherson, 1848 Ventures

12:30 – 1:00 P.M.

MLOps: Automate your Machine Learning Pipeline without a Headache
Pat Thontirawong, Data Revenue GmbH

1:00 – 1:15 P.M.

Closing Remarks

FRIDAY, SEPT. 24

11:30 - 11:35 A.M.

Program Welcome
Master of Ceremonies
Abdou Ayoub, Managing Director, Paragon Shift

11:35 A.M. – 12:15 P.M.

**A Pandemic Lesson for Normal Operations: Combining Optimization and Machine Learning
Algorithms to Improve Delivery Performance at Lower Cost**
Mark Wells and Ozan Gozbasi, Optiyol

12:15 P.M. – 1:00 P.M.

A Data Analytics Journey in Specialty Chemicals at Lubrizol
Allison Rajakumar, Lubrizol

1:00 – 1:15 P.M.

Closing Remarks

THANK YOU!

The Center for Information Technologies and Analytics (CITA) would like to extend its thanks to all of our 2021 Business Analytics Innovation Summit sponsors. Thanks to your support, all proceeds from today's event will help us provide scholarships to our students.

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