Fall Analytics Day at KSU

Friday, November 22, 2024 | 8:30 a.m.—12:30 p.m. | KSU Center

Congratulations to our Poster Winners!

Undergraduate Students

1st Place - Anaya Tention - "*From Campus to Career: Predicting Earnings through Institutional Traits*"

2nd Place - Nia Taylor - "*Individuality Is Too Much Work! How to Make a Good Unoriginal Movie*"

3rd Place - Desyne Martinez and Edwin Trejo-Rivera - "*Identifying the Discouraged Workforce: A Dual Model Analysis with Logistic Regression and Random Forest*"

Graduate Students

1st Place Masters - Greg Balkcom, Adele Barski, Kristine Duncan, and Andy Lewis - *"Identifying Fraud in Online Surveys: Techniques for Detecting Artificial Intelligence-Generated Responses"*

2nd Place Masters - Kristine Duncan - *"[Profiles of Polarization: Unveiling Key Traits Related to Online Extremism](#)"*

3rd Place Masters - Greg Balkcom, Adele Barski, and Kristine Duncan - *"Gotta Catch the Flight! Longitudinal Analysis of Airport Data"*

1st Place Ph.D. - Faruk Muritala and Caitlin Callahan - *"Maternal Diabetes Condition on Infant: The Role of Birth Weight, Length, and BMI Class by Gestational Age"*

Agenda

7:30-8:30am: Student Poster Competition Judging (sponsors only)

8:30-10:30am: Student Poster Presentations and Breakfast

10:30-10:45am: Networking

10:45-10:50am: "Welcome"
Sherry Ni, Ph.D., *Director, School of Data Science and Analytics, and Profesor of Data Science and Analytics, KSU*

10:55 - 11:25am: "Lessons About Analytics That I've Learned Since Leaving School"
David Sommers, *Senior Vice President of Analytics, Epsilon*

11:30am -12:00pm: "People, Process, Tools & Technology"
Kelly Linz, *Revenue Growth Analytics Lead, Milo's Tea Company*

12:05 - 12:10pm: Announcement of Undergraduate Poster Presentation Winners
Austin Medford, *Supervisor of Power Supply, Cobb EMC*

12:15 - 12:20pm: Announcement of Graduate Poster Presentation Winners
Omar Kitosi, *Manager, Data Analytics & Reporting, Southern Company*

Keynote Speakers

David Sommers

David is Senior Vice President of Analytics for Epsilon. With more than 25 years of experience in analytics and a Ph.D. from Ohio State University, David has a solid foundation for understanding the power of data and analytics.

David's passion for analytics extends well beyond a capability toolbox. Over the course of his career, he has held executive analytics positions across financial services and retail industries, including Bank of America and Best Buy. These diverse experiences at best-in-class companies have afforded him opportunities to convert applied analytics into improved business results and better customer experiences.

Kelly Linz

Kelly is the Revenue Growth Analytics Lead at Milo's Tea Company, where she leads a team in transforming data into strategic insights that fuel business growth. With a focus on creating scalable analytics solutions, she builds strong relationships with stakeholders and leads initiatives that enhance data accessibility and governance. Her strength lies in connecting technical data analysis with clear communication, ensuring decision-makers have the right information at the right time to make impactful choices.

Her work includes: leading the Data Stewardship Committee to ensure data alignment, building cross-functional partnerships, developing meaningful dashboards, and guiding leadership to leverage data for strategic decision making.

Prior to joining Milo's, Kelly began her career at Coke-One North America, where she focused on large-scale data solutions and stakeholder engagement.

She holds a Master's degree in Applied Statistics and a Bachelor's in Biology, bringing a scientific and analytical approach to problem-solving.

Kelly is passionate about fostering a data-driven culture and believes that empowering teams with data literacy is key to sustainable growth.

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