OSU
BUSINESS ANALYTICS
SYMPOSIUM 2022

Welcome to the 2022 Business Analytics Symposium, sponsored by the Center for Business Analytics at Oregon State University. We are excited to offer you the chance to gather virtually with analytics experts across the state and region as you explore the critical issue of ethics in business analytics.

Oregon State University

Welcome & Keynote

Welcome from the OSU College of Business 8:00 a.m.–8:15 a.m. (PST)

Dr. Tim Carroll, *Sara Hart Kimball Dean, OSU College of Business*

Keynote Speaker 8:20 a.m.–9:00 a.m. (PST)

Power of Data
Lutz Beck, Chief Information Officer, Daimler Truck North America

Lutz Beck has been with Daimler Truck, one of the world's leading manufacturers of commercial vehicles, for more than 17 years. He started as an IT manager and has served in various roles throughout his tenure, including executive director of IT management and chief information officer of Daimler Truck Asia. He currently serves as chief information officer at Daimler Truck North America.

Zoom link: https://beav.es/wNM

Build Your Own Symposium*

Session 1 9:05 a.m.–9:35 a.m. (PST)

OPTION 1

New World of Work: What HR and Payroll Data Can Tell Us about How We Work
ADP

Amin Venjara — General Manager of Data Solutions

Zoom link: https://beav.es/wNQ
Password: analytics
Meeting ID: 991 5345 0134

When the COVID-19 pandemic first started, many talked about what the 'new normal' would look like. In this presentation, we examine insights on how the world of work is changing based on ADP's industry leading HR and payroll data set covering almost 20% of U.S. workers.

OPTION 2

The Intersection of Analytics, Ethics and Purpose
First American Home Warranty

Charles Richards — Director, Business Intelligence and Analytics

Zoom link: https://beav.es/wNA
Password: analytics
Meeting ID: 982 5300 0891

This presentation provides a perspective on the seemingly complex amalgam of data and analytics, ethics and an organization or individual's purpose.

*Just like last year, we give our participants a choice of which breakout sessions they want to attend. We begin our event with a welcome and keynote, after which **you build the experience you want**. We finish the event together in one room for a final presentation. Each breakout presentation is 20 minutes long followed by 10 minutes of Q&A. **Please let us know if you have any questions about the event format.**

Build Your Own Symposium, *continued*

Session 2 9:40 a.m.–10:10 a.m. (PST)

OPTION 1
Analytic Transformation
PayPal

Jon Francis — Head of Global Advanced Analytics
and Decision Sciences

Zoom link: **https://beav.es/wNd**
Password: analytics
Meeting ID: 982 5899 9777

Francis talks about a practical and pragmatic approach to
analytic transformation in an organization, what works and
what doesn't work — the good, the bad, and the ugly.

OPTION 2
Delivering Exceptional Customer Experience through Cloud, Data and Analytics
Portland General Electric

Uma Venkatachalam — Data Solutions Manager
Rekha Chunduri — Lead Data Engineer
John Pedapalli — Solution Architect
Rex Chen — Senior Data Scientist

Zoom link: **https://beav.es/wNP**
Password: analytics
Meeting ID: 988 7299 7206

Learn how Portland General Electric used cloud, data and
analytics to proactively notify customers about outages and
how they reduced customer-outage durations by identifying
the causes and prioritization for remediation.

Break & Networking
10:15 a.m.–10:25 a.m. (PST)

Zoom link: **https://beav.es/wNM**

Session 3 10:25 a.m.–10:55 a.m. (PST)

OPTION 1
Healthcare Transformation with Data and Analytics
Samaritan Health Services

Sonney Sapra — Senior Vice President,
Chief Information Officer

Zoom link: **https://beav.es/wQR**
Password: analytics
Meeting ID: 953 2784 3760

This presentation outlines how the healthcare industry is
transforming with the use of healthcare-analytics adoption
models and shares use cases where data and analytics are
helping to push the envelope with population health, patient
safety and business decisions.

OPTION 2
Using Analytics within the Guardrails of Strategy and Ethics
PetSmart

Elpida Ormanidou — Vice President of Insights and Analytics

Zoom link: **https://beav.es/wQz**
Password: analytics
Meeting ID: 974 9461 3083

This presentation addresses the realities of enormous data
collection, and capacities and the ethical uses to accomplish
strategic business goals.

Build Your Own Symposium, *continued*

Session 4 11:00 a.m.–11:30 a.m. (PST)

OPTION 1
Data Ethics in the Coffee Industry
Starbucks Company

Gargi Chakraborty — Director for Data Science

Zoom link: https://beav.es/wQV
Password: analytics
Meeting ID: 991 9439 4463

This presentation walks through a high-level view on what data Starbucks collects from its app and customer transactions, and how we use this for analyzing customer behaviors.

OPTION 2
Data, Analytics and AI — Balancing Opportunities with Risk and Ethics
Amazon

Nick Simha — Senior Leader Solutions Architecture, Amazon Web Services
Diya Wynn — Senior Practice Manager, Emerging Technologies & Intelligent Platforms

Zoom link: https://beav.es/wQj
Password: analytics
Meeting ID: 913 6775 2615

This presentation covers advances in the technological landscape that are allowing analytics to become pervasive and the ethical dilemmas this may create, as well as how Amazon is addressing them (and how others might, too).

Business Analytics in Action at Oregon State University 11:35 a.m.–12:00 p.m. (PST)

OSU Faculty Presentation: Blockchain & Business Analytics

Dr. Shaokun Fan — Assistant Professor, Business Analytics

Closing Remarks from the OSU Center for Business Analytics at Oregon State University

Dr. Bin Zhu — Director, OSU Center for Business Analytics

Zoom link: https://beav.es/wNM

SPECIAL THANKS

ADP   amazon   DAIMLER   First American Home Warranty

PayPal   PETSMART   PGE   Samaritan Health Services   Starbucks

Thank you for being a part of our

2022 OSU BUSINESS ANALYTICS SYMPOSIUM

Event day Zoom assistance: Please contact 541-602-4525

Learn more about us on our website.

Event questions? Check out **Business Analytics Symposium** FAQs on our event page.

About the OSU Center for Business Analytics

The OSU Center for Business Analytics aims to connect business organizations, professionals, students and faculty to educate and exchange ideas on gaining competitive advantages from data. This goal is accomplished through company-sponsored projects, executive trainings that expand analytical methods expertise, symposia and faculty-sponsored research — all leveraged to create data-driven solutions. In addition, the center is focused on applying analytic technologies such as data visualization/exploration and modeling to identify business opportunities and provide solutions.

Oregon State University
College of Business

FEBRUARY 25, 2022