ACCELERATE

OCTOBER 16–18, 2017 • BELLEVUE-SEATTLE, WA • TDWI.ORG/ACCELERATE

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READY to COMPETE with DATA?

Learn more about ACCELERATE, the fastest path to achieving your analytics goals

CLAIM YOUR PLACE AS THE DATA UNICORN

Submit your application to the Analytics Accelerator Award

Program HIGHLIGHTS

Check out featured speakers and sessions

EVENT TRACKS

DATA SOURCING & PREPARATION

MODELING & ANALYSIS

DATA VISUALIZATION & DEPLOYMENT

SUPER EARLY BIRD SPECIAL

Register by Aug 25 and SAVE BIG

LITERALLY, BETWEEN TWO FERNS

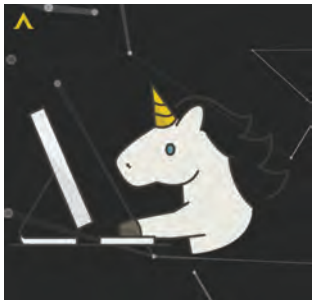
A new talk show with TDWI's Fern Halper and special guest, Claudia Perlich.

+

SEATTLE TIPS

Find out Seattle's best kept secrets around the event

Contents



Featured Topics

From Lauran and Mark

Accelerate cuts through the hype.

Lauran Trask, Director of Education, TDWI

Advanced analytics and data science have become key success factors for data-driven organizations, and though the most innovative companies can tout their achievements in these areas, most organizations are still in the early stages of implementing advanced analytics. Realizing business value from data science remains easier said than done and the need for insight and education to make use of these skills is very real.

Enter Accelerate. Accelerate cuts through the hype around advanced analytics and data science to create an event where innovation and real business impact intersect. From analytics deployment best practices and practical training on top data science techniques and technologies, to insights into the latest innovations from industry thought leaders, Accelerate moves beyond academic research to provide you with pragmatic applications for business implementation. You'll have the opportunity to network with peers from *Fortune* 100 companies, meet some of the industry's brightest minds, and walk away with new insights to help take your organization to the next level.

Get inspiration . . . and a break from the perspiration.

Mark Madsen, President, Third Nature, Inc.

One of the best things about being a part of TDWI Accelerate Seattle is the opportunity to bring this one-of-a-kind data science and analytics conference back home to the West coast. No offense, Boston.

I'm particularly excited at the broad range of inspirational and informative keynotes we've assembled to open and close each day, in addition to those at the sessions throughout the day.

TDWI's speakers are often one of the highlights of their conferences and Accelerate Seattle looks to be no exception. Come to be informed and expect to leave with new ideas, deeper insights, and a better grasp on how to improve things back at the office.

We've also built in plenty of time for you to get your nose off the grindstone and socialize with your peers. The social aspect of data work is what has kept me in the field for so many years, so we've designed this event to be sociable as well as educational with coffee breaks, meals, and receptions built into the schedule.

ACCELERATE, the leading conference for analytics and data science training, brings together the brightest minds in data to share their expertise and help you realize your analytics goals faster.

Friends, we are getting fired up for TDWI Accelerate Seattle. We've locked in our speakers and our agenda, so now is the time for you to save the date. After a successful Boston introduction in 2016, Accelerate is coming home to TDWI's headquarters in the Emerald City! Accelerate gives data visionaries like you expert guidance and insight to further your business and career goals—in just three days. Each of those days, we will be bringing you world-class content across three tracks—Data Sourcing & Preparation, Modeling & Analysis, and Data Visualization & Deployment.

In an intimate and interactive setting, each session will provide you with an opportunity to maximize your learning and get your business questions answered. No matter what your skill level, at Accelerate Seattle we'll be able to push you forward with knowledge-building skills for tomorrow. The best time to learn is now. The demand for skills in analytics and data science has reached an all-time high. Everywhere, organizations are building advanced analytics practices to drive business value, improve operations, enrich customer experiences, and so much more.

FEATURED TRACKS

Data Sourcing & Preparation

Modeling & Analyzing

Data Visualization & Deployment

To view full agenda visit tdwi.org/accelerate

Seattle—The Emerald City

Occupying the land between Puget Sound and Lake Washington in the U.S. Pacific Northwest, the city of Seattle is known for its close relationship to both nature and technology. In fact, its two most famous points of interest are the futuristic Space Needle—a legacy from the 1962 World's Fair—and 14,000-foot Mount Rainier, the highest peak in the Cascade Mountains. Today, the thousands of acres of parks both surrounding Seattle and within the city limits give it the name "The Emerald City," even as Amazon and Microsoft make their headquarters right nearby.

"WORLD CLASS LINE UP. THIS WAS THE BEST EVENT I HAVE BEEN TO IN A WHILE.

M. SMOLINSKI, BI ANALYST, CHPW

RESERVE YOUR SPOT TODAY!

SUPER EARLY BIRD SPECIAL SAVE 20% NOW THRU AUG.25

TDWI's Super Early Bird special is in motion and the clock is ticking. Save 20% by August 25. That's a savings of $435. You can also continue to save 10% if you register by September 15. Register today at www.tdwi.org/accelerate.

Accelerate's Conference Hotel

Hyatt Regency Bellevue on Seattle's Eastside

TDWI has reserved a limited number of rooms at $285 including tax for single or double occupancy at Hyatt Regency Bellevue. This rate is only available through September 15. For added convenience, TDWI is offering a flat-rate package of $900 for the three nights, which is also only available until September 15. This package includes the room, any applicable taxes, and a nominal booking fee.

Attractions in the Bellevue Area:

- Bellevue Botanical Garden
- Bellevue Art Museum
- Best Trails near Bellevue
- Washington Golf Courses
- Wineries and Breweries
- Plus many more...

Some People Call Me the Data Wrangler, Some Call Me the Gangster of Prep…

Data prep. Wonderful, terrible data prep. According to John Akred of Silicon Valley Data Science, "it's a law of nature that 80% of data science" is data prep. Although our surveys average closer to 60%, even that's an awful lot of time to spend *not* analyzing data, interpreting results, and delivering business value—the real purpose of data science.

Unfortunately, real-world data doesn't come neatly prepackaged and ready to use. It's raw, messy, sparse, and exists across a million disparate sources. It can be dirty, poorly formatted, unclear, undocumented, or just plain wrong. One can easily see what makes Exaptive data scientist, Frank Evans, ask "Are we data scientists or data janitors?"

The news isn't all bleak, though. If there's one thing we know, it's that the data scientist's mindset is perfectly suited to grappling with a seemingly intractable problem and coming up with effective solutions. We think our trio of Accelerate speakers offers proof of exactly that.

Unfortunately, real-world data doesn't come neatly packaged and ready to use.

SESSION HIGHLIGHTS

ARE WE DATA SCIENTISTS OR DATA JANITORS?

Frank D. Evans, Data Scientist, Exaptive, Inc.

This talk centers on best practices and methods for wrangling data, including reformatting to make data more flexible and easier to work with. The talk also focuses on methods for feature engineering to derive from your raw data those elements and structures that represent exactly what you wish to test. Most projects are won or lost at the wrangling and feature engineering stage; the right tools can make all the difference.

SOURCING DATA: FINDING AND FILLING DATA GAPS

John Akred, Founder and CTO, Silicon Valley Data Science

This talk will focus on locating data in your organization, determining if it's fit for purpose, and what to do if you have gaps. John will speak from his years of experience applying data science in industry, offer a framework for evaluating data, and share pragmatic advice for navigating the political and technical aspects of sourcing your data.

EXPLORING DATA LIKE AN EXPLORER—A GUIDE TO TOOLS, TECHNIQUES, AND PHILOSOPHY

Wes Bernegger, Data Explorer, Periscopic

The road to uncovering insight and narratives within your data begins with exploration, and although numerous tools now exist to help you analyze and visualize your data, the process is still largely undefined and can be intimidating. However, if we think like an old-fashioned explorer—if we plan our voyage and are prepared to improvise with relentless curiosity—we can often come away with unexpected discoveries and have more fun along the way.

This session will reinforce the value of visualization in exploratory data analysis and lay out a system for the data exploration practice. We'll walk through the entire exploration process: from wrangling and tidying to visualization, through many rounds of iteration, stopping along the way to examine a few use cases and valuable tools to help you find your way in unfamiliar terrain.

Get Real-World Insight and Hands-On Experience with R and Python

There was a time when choosing a programming language for data analysis was essentially no choice at all. The tools were few and they were usually developed and maintained by individual corporations that, though they ensured a reliable level of quality, could sometimes be quite difficult to work with and slow in terms of fixing bugs or innovating new features.

The landscape has changed, though. Thanks to the Web, the open source software development model has shown that it can produce robust, stable, mature products that enterprises can rely upon.

Two such products are of special interest to data analysts: Python and R. Each comes with a large and active community of innovative developers, and has enormous resources readily available through ready-made libraries for analytics and processing—features that can go a long way to speeding time-to-value for today's businesses. Let our speakers give you the lowdown on these two standout tools for creating, sharing, and deploying analytics.

Don't be afraid of open source. Learn Python and R and get your analytics underway faster.

SESSION HIGHLIGHTS

PYTHON QUICK CAMP

Paul Boal, VP Delivery, Amitech

Python is an interpreted, interactive, object-oriented scripting language now available through the Python Foundation. It contains a number of libraries such as NumPy, SciPy, and Scikit-learn for data manipulation and analytics including machine learning.

In this hands-on 90-minute course, participants will get a quick overview of the latest trends in using Python for data science, followed by a practical workshop.

R QUICK CAMP

Deanne Larson, President, Larson & Associates

With the advent of big data, there is an increased focus on data mining and the value that can be derived from large data sets. R is an open source software environment for statistical computing and graphics that is very popular with data scientists. It is being used for data analysis, extracting and transforming data, fitting models, drawing inferences, making predictions, plotting, and reporting results. Learn how to work with data frames, basic statistics, linear models, nonlinear models, and clustering.

NAVIGATING THE WORLD OF MACHINE LEARNING TOOLS: THE 7 MOST POPULAR DATA MINING TOOLS

Natasha Balac, Ph.D., President and CEO, Data Insight Discovery, Inc.

The proliferation and popularity of machine learning tools has exploded due to increasingly affordable and scalable hardware. This has also spurred the popularity, availability, adoptability, and usability of these methods across industry verticals. This talk reviews the seven most popular and fundamental machine learning tools, and presents use cases for their application in business. It then illustrates optimal use of specific machine learning tools for both teams and individuals based on previous experience, project goals, time line and available budget. You will learn the pros and cons of these popular tools, and how to choose the best tool for your particular project.

IN-DATABASE AND DISTRIBUTED ANALYTICS WITH R

Debraj GuhaThakurta, Senior Data and Applied Scientist, Microsoft Corporation

R is one of the most widely used languages in the data science, statistical, and machine learning community. Although R has a large number of packages and functions for statistics and machine learning, many data scientists and developers today do not have the familiarity or expertise to scale their R-based analytics or create predictive solutions in R within databases. In this talk, we will show how to create and deploy predictive analytics solutions in R using distributed computing and database environments.

Learn the Most Valuable Visualization Skills From Industry's Best

Communication—the process by which information is exchanged between individuals. In the analytics field, we like to call it "data visualization," but it's really just a particular form of communication and even bacteria communicate with each other. So why can it be so difficult for data professionals to get their meaning across?

There are few other areas where Art and Science collide in such a head-on way. Effective data visualization requires its practitioners to be constantly threading the needle between the art of the visual (How many colors is too many? Will viewers tune out at another bar chart?) and the science of the numbers. In addition, there can be a lot riding on a visualization's effectiveness—business opportunities lost, warning signs missed, promising applications abandoned.

For this event, we've brought together speakers from all points on the continuum, from the science of UX to the art of The Slow Media Manifesto, to share with you their perspectives on how to get your message across, cleanly and without drama.

There are few other areas where Art and Science collide in such a head-on way.

SESSION HIGHLIGHTS

DATA SCIENTISTS GUIDE TO USER EXPERIENCE

Nick Kelly, Vice President, BlueLink Solutions

Many analytics projects start well-intentioned, with much energy and fanfare, only to be found languishing a year on, with little adoption on the front lines of the business. Although, there can be a great many reasons, this session deals with the user experience factors and strategies that can be employed to improve successful adoption of analytics endeavors, specifically those that involve a user interacting with the outputs.

BEYOND VISUALIZATION: DESIGNING DATA FOR INSIGHTS AND ACTION

Dave McColgin, Executive Creative Director, Artefact

In the age of big data, we're still exploring and experimenting with how we use, share, and communicate huge amounts of information. Dave will share strategies to transform complex information into designs that engage people and even empower users to act. The attendees of this session will take away tangible methods for approaching designing data for people.

DATA ART: BEYOND INFOGRAPHICS

Joerg Blumtritt, CEO, Datarella

When it comes to data visualizations, we usually think of infographics. However, in addition to data storytelling, data journalism, and even simple dashboards, data has grown into a medium for creative output. Contemporary artists have been enacting critical examination of technology and its impact on society, such as surveillance and self-determination. This talk takes you to the very edges of what is being done with data in mediums ranging from video, software, and websites to hardware, kinetic machines, and robotics.

Leading Mission-Critical Analytics Teams and Programs

With the increasing emphasis being placed on data and analytics, it can sometimes seem like *every* analytics project is "mission-critical." There's pressure to reduce overhead through operational efficiency as well as to bring in new revenue through uncovering untapped markets or serving your existing customers better. It can be a little overwhelming. However, as an officer in the new data army, you've got to keep your head.

Leading a data science team relies on encouraging creative exploration and tolerating—if not welcoming—failure. As Bill Franks, CAO of the International Institute for Analytics puts, "No matter how crazy an idea seems, as long as it can be tested, then an organization should test it."

However, that attitude doesn't always come naturally for some data management and analytics professionals, so we've brought together a roster of talks to help you.

Today, it can seem like every *analytics project is "mission critical." However, as an officer in the new data army, you've got to keep your head.*

SESSION HIGHLIGHTS

BUILDING A HIGH-PERFORMANCE ANALYTICS & DATA SCIENCE TEAM

Bill Franks, Chief Analytics Officer, International Institute for Analytics

This talk will discuss a variety of topics related to how a successful modern-day analytics and data science organization can grow, mature, and succeed. Topics will include guidance on organizing, recruiting, retaining, and instilling a winning culture within an analytics and data science organization.

PAY NO ATTENTION TO THE MAN BEHIND THE CURTAIN

Mark Madsen, President, Third Nature, Inc.

Using data science to solve problems depends on many factors beyond technology: people, skills, processes, and data. If your goal is to build a repeatable capability then you need to address parts that are rarely mentioned. This talk will explain some of the less-discussed aspects of building and deploying machine learning so that you can better understand the work and what you can do to manage it.

FROM BI TO AI: JUMPSTART YOUR ML/AI PROJECTS WITH DATA SCIENCE SUPER POWERS

Wee Hyong Tok, Principal Data Science Manager, Microsoft Corporation

Why do some companies drown in volumes of data while others thrive on distilling the data in the data warehouses and databases into golden strategic advantages? How do business stakeholders and data scientists work together to evolve from simple business intelligence to machine learning and AI, and leverage data science in creating new value for the company? Join Wee Hyong as he shares with you five super powers that will help you jumpstart your ML/AI projects.

DESIGNING FOR DECISIONS

Donald Farmer, Principal, TreeHive Strategy

Over the years, business intelligence has grown in many directions. Today, the practice can include data mining, visualization, big data, and self-service. However, we're still fundamentally in the business of decision support.

As analysts and developers, we can support better business decisions more effectively if we understand the cognitive aspects of data discovery, decision making, and collaboration. Luckily, we have a wealth of fascinating research to draw on, ranging from library science to artificial intelligence research.

This talk will explore the implications of some of this research, in particular how we can design an analytics experience that leads to more engaging, more insightful, and measurably better decision making.

Master the Analytics **LIFE CYCLE at ACCELERATE**

For more than 20 years, TDWI has been raising the intelligence of data leaders and their teams with applicable education and research, and an engaged worldwide membership community. Today, organizations realize that business intelligence (BI), data discovery, and advanced analytics can provide important competitive advantages, and thus want to evolve their analytics strategies beyond spreadsheets or simple BI reporting and dashboards. Many seek to build a broad "analytics culture" in which data analysis plays an essential role in all decisions and is fundamental to business collaboration. TDWI Accelerate brings together the brightest minds in data science and analytics to share their expertise and help you realize your analytics and data science goals, faster.

TDWI Accelerate focuses on these key areas of the advanced analytics life cycle:

- **Advanced analytics and data science for business**—data sourcing, data preparation, analytic modeling and analysis, communicating with visualization, and deployment
- **Self-service analytics and data visualization**—the language of images, data storytelling, democratization, and data preparation
- **Predictive analytics**—data mining, text analytics, algorithm application, and model validation
- **The future of advanced analytics**—applied machine learning, artificial intelligence, the evolution from BI to AI, and more

Participants will attend expert sessions, detailed tutorials, and case studies, and survey the latest analytics and data science technologies. Featuring an interactive format, Accelerate sessions are delivered by data science and analytics gurus from the organizations leading the data science revolution. Accelerate also includes ample networking time for attendees and speakers to share the insights to successfully jump-start analytics and data science projects.

Why You're Gonna **LOVE Accelerate**

SUPER EARLY BIRD SPECIAL

Register by Aug 25 and SAVE BIG

INNOVATIVE IDEAS

Hear from the industry's most respected and successful experts on the most exciting and impactful ideas for the future of data science and analytics.

LATEST PRODUCTS

Find solutions to your data challenges with cutting-edge products that change the way we utilize data in action; get sneak peeks of new products and walk away with the right tools.

HOTTEST SKILLS

Make an impact on your data initiatives with the most in-demand skills and techniques in data science and analytics.

NETWORKING

Meet like-minded peers and industry experts in a collaborative and exciting environment.

WHAT YOU WILL LEARN

ANALYSTS

Hone your data sourcing, data preparation, analytic modeling, and analysis skills. Increase the impact of your insights through effective data storytelling.

DATA SCIENTISTS

Further your model building skill set and better understand model deployment best practices from the industry's most talented data scientists. Maximize the business impact of your models and applications.

ANALYTICS LEADERS & EXECUTIVES

Learn what's new (and what's next) in advanced analytics. Connect with peers. Be inspired.

ARCHITECTS, ENGINEERS, DEVELOPERS

Gain critical insights on business drivers and end-user needs so that you can build world-class advanced analytics ecosystems and apps, no matter what tool or technology you choose.

Did you know that you can gain instant access to sample sessions? Go to tdwi.org/accelerate and click on view videos.

SPEAKERS

JOHN AKRED

Founder and CTO
Silicon Valley Data Science

John Akred is the chief technology officer of Silicon Valley Data Science and has over 15 years of experience in advanced analytical solutions and analytical system architectures. He is a recognized expert in the areas of applied business analytics, machine learning, predictive analytics, and operational data mining. He has successfully delivered applications using various architectural approaches—including stream processing, in-database analytics, complex event processing, emerging distributed nonrelational data platforms (NoSQL), real-time scoring, real-time optimization, and event-driven architectures—at scale.

JESSE ANDERSON

Big Data Monkey Tamer
Big Data Institute

Jesse Anderson is a data engineer, creative engineer and managing director of Big Data Institute.

He trains at companies ranging from startups to *Fortune* 100 companies on big data. This includes training on cutting-edge technology like Apache Kafka, Apache Hadoop and Apache Spark. He has taught thousands of students the skills to become data engineers.

He is widely regarded as an expert in the field and his novel teaching practices. Jesse is published on O'Reilly and Pragmatic Programmers. He has been covered in prestigious publications such as *The Wall Street Journal*, CNN, BBC, NPR, Engadget, and Wired.

NATASHA BALAC, PH.D.

President and CEO
Data Insight Discovery, Inc.

Natasha Balac received her master's degree and Ph.D. in computer science from Vanderbilt University with an emphasis in data mining from large data sets. Her dissertation focused on creating and applying novel data mining techniques to mobile robots and real-time sensor data. She has been with UC San Diego since 2003, initially with the San Diego Supercomputer Center and currently with the Calit2/Qualcomm Institute. Previously, she worked on data mining, analytics, and bioinformatics in the biotech industry.

Dr. Balac founded and serves as the president and CEO of Data Insight Discovery, Inc. DID's charter is enabling businesses to discover actionable insight from vast amounts of data.

WESLEY BERNEGGER

Data Explorer
Periscopic

Wesley Bernegger is a data scientist specializing in visualization and holds a degree in natural science from Bennington College. Happily stuck in the space between art and science, Wes draws from his past experiences in education, conservation, and carpentry to craft creative visual solutions to data-driven questions. As lead data explorer at Periscopic, he is at the forefront of extracting insights and narratives for each new project. His work has involved creating network visualizations of corporate innovation structures using patent data, and harnessing facial recognition tools to analyze emotional trends during the 2016 presidential election.

JOERG BLUMTRITT

CEO
Datarella

Joerg Blumtritt is a data scientist and blogger. He cofounded the companies Datarella (Munich, Germany) and Baltic Data Science (Gdansk, Poland). Datarella develops data-driven products and applications based on the blockchain, BDS delivers data-science-as-a-service. Before that, Joerg worked for media companies and publishers in Europe and the U.S. After graduating with degrees in statistics and political sciences with a thesis on artificial intelligence, he worked in behavioral sciences with a focus on nonverbal communications research. Joerg is adjunct professor at NYU and teaches courses on data science and the blockchain at various universities. He coauthored "The Slow Media Manifesto" and blogs about media at slow-media.net. He also writes about data and blockchain at beautifuldata.net and datarella.com.

PAUL BOAL

VP Delivery
Amitech Solutions

Paul Boal is the enterprise information management practice lead for Amitech Solutions and is passionate about delivering big data solutions for healthcare. For the past 15 years, Paul has been leading data management and business intelligence teams and architecting healthcare analytics solutions. His experience ranges from traditional data warehouses to Hadoop-based solutions, master data management, advanced analytics, and real-time clinical data integration.

KIRK BORNE, PH.D.

Principal Data Scientist
Booz Allen Hamilton

Dr. Kirk Borne is the principal data scientist for NextGen Analytics and Data Science in the Strategic Innovation Group at Booz Allen Hamilton. He previously spent 12 years as professor of astrophysics and computational science at George Mason University. Before that, he worked 18 years supporting NASA projects in various roles, including data archive project scientist for the Hubble Space Telescope and contract program manager in NASA's Space Science Data Operations Office.

He has a Ph.D. in Astronomy from Caltech and a BS in Physics from LSU. He has been consultant and adviser to numerous agencies and firms. He is an active data science contributor on social media, where he is an advocate of data literacy for all and has been named consistently among the top worldwide influencers in big data and data science since 2013.

ANGEL EVAN

Owner/CEO
Angel Evan, Inc.

Angel Evan leads a team of marketing specialists that offer data science and analytics solutions. His approach to marketing stems from a unique combination of degrees held in both data mining and graphic design. This complement of skills gives him the rare ability to uncover and communicate insights by blending analytical techniques with data visualization. Angel currently teaches data-driven marketing at Stanford Continuing Studies.

FRANK D. EVANS

Data Scientist
Exaptive

Frank D. Evans is a data scientist with Exaptive. He primarily works with machine learning and feature engineering using big data systems, specializing in unstructured and semistructured data. His interests span natural language processing, political analysis, and building semisupervised machine learning applications. Frank has a bachelor's degree in quantitative social science from St. Gregory's University and a master's specialization in data science from Johns Hopkins University.

DONALD FARMER

Principal
TreeHive Strategy

Donald Farmer is an internationally respected speaker and writer, with over 30 years of experience in data management and analytics. His background is very diverse, having applied data analysis techniques in scenarios ranging from fish farming to archaeology. He worked in award-winning startups in the U.K. and Iceland and spent 15 years at Microsoft and at Qlik leading teams designing and developing new enterprise capabilities in data integration, data mining, self-service analytics, and visualization.

Donald is an adviser to globally diverse academic boards, government agencies, and investment funds. He also advises several startups worldwide on data and innovation strategy.

BILL FRANKS

Chief Analytics Officer
International Institute for Analytics

Bill Franks is chief analytics officer for the International Institute for Analytics (IIA), where he provides perspective on trends in analytics and big data. Franks is also the author of the books *Taming the Big Data Tidal Wave* and *The Analytics Revolution*. He is a sought after speaker and frequent blogger who has been ranked a top 10 global big data influencer. His work, including several years as chief analytics officer for Teradata, has spanned clients in a variety of industries, from *Fortune* 100 companies to small nonprofit organizations. You can learn more at www.bill-franks.com.

DEBRAJ GUHATHAKURTA

Senior Data and Applied Scientist
Microsoft Corporation

Debraj GuhaThakurta is a senior data scientist in Microsoft's Azure Machine Learning group, where he focuses on the use of different platforms and toolkits, such as Microsoft's Cortana Analytics Suite, R Server, SQL Server, Hadoop, and Spark clusters, for creating scalable and operationalized analytical processes for various business problems. Debraj has extensive industry experience in the biopharma and financial forecasting domains. He holds a Ph.D. in chemistry and biophysics and did postdoctoral research in machine learning applications in genomics. Debraj has published more than 25 peer-reviewed papers, book chapters, and patents.

JEFFREY HEER

Chief Experience Officer
Trifacta

Jeff Heer is Trifacta's chief experience officer, and is professor of computer science at the University of Washington, where he directs the Interactive Data Lab. Jeff's passion is the design of novel user interfaces for exploring, managing, and communicating data. The data visualization tools developed by his lab (D3.js, Protovis, Prefuse) are used by thousands of data enthusiasts around the world. In 2009, Jeff was named a top innovator under 35 by *MIT Technology Review*.

SHERIDAN HITCHENS

Vice President, Data Products
Ten-X.com

Sheridan Hitchens has more than 20 years experience in big data, analytics, Web, product management, business strategy, and organizational effectiveness. He is currently vice president of data products at Ten-X, the online real estate marketplace. He has held positions at two leading online games companies, Kabam and Playfirst, where he built out analytics and big data groups from inception. He has also worked in decision support and executive information systems at Procter and Gamble and as a managing consultant at Towers Perrin. Sheridan holds a BA in mathematics from Cambridge University and an MBA from the Haas School of Business at the University of California, Berkeley, both with honors.

NOAH ILLINSKY

Senior UX Architect
Amazon

Noah Illinsky strongly believes in the power of intentionally crafted communication and has spent the last decade researching, writing, and speaking about best practices for designing visualizations and interactions. Noah is a senior UX architect with Amazon Web Services, with his most recent work on Amazon QuickSight. He is a frequent speaker for both industry and academia and coauthor of *Designing Data Visualizations*, published by O'Reilly Media. He is also a contributor to and technical editor of *Beautiful Visualization*, also from O'Reilly. He holds a master's degree in technical communication from the University of Washington and a bachelor's degree in physics from Reed College.

NING JIA, PH.D.

Director of Applied Data Science
Bay Path University

Dr. Ning Jia received her Ph.D. in mathematics from the University of Minnesota, and has held statistician and actuarial roles at Dana Farber Cancer Institute, The Hartford Financial Services Group, and Affinion Group. In these positions, she has developed and applied advanced statistical methods and mathematical models to tackle big data problems. She has also discovered innovative ways to investigate not-so-big data problems, leading to direct business or scientific applications.

A committed educator, Dr. Jia has taught at the University of Minnesota, Virginia Tech, Harvard University, and has volunteered at the Children's Hospital in Minneapolis and the Hartford School District.

NICK KELLY

Vice President
BluLink Solutions

Nick Kelly has built a career on gaining business insight from data. He is a hands-on leader in analytics with over 15 years of international experience in analytics and software development, deployment, adoption, and user experience. Nick's passion lies in building user-centric analytics capabilities that align with business strategy and produce actual value to the business. With experience from solo coding and development to managing teams of up to 25 data scientists, he knows the full analytics process and how to scale it.

Nick is also an experienced management consultant who has implemented analytics projects and strategies for a number of the *Fortune* 100 in industries including finance, human capital, supply chain, and healthcare. He has been featured in videos and articles, as a speaker at international conferences, and has personally trained over 500 management consultants in data visualization and analytics best practices. Nick is currently vice president at BluLink Solutions in Bellevue, Washington.

RONNY KOHAVI

Distinguished Engineer, General Manager, Analysis and Experimentation
Microsoft Corporation

Ronny Kohavi is a Microsoft Distinguished Engineer and the general manager for Microsoft's Analysis and Experimentation team at Microsoft's Artificial Intelligence and Research group. He was previously partner architect at Bing, part of the Online Services Division at Microsoft. He joined Microsoft in 2005 and founded the Experimentation Platform team in 2006. He was previously the director of data mining and personalization at Amazon.com and the vice president of business intelligence at Blue Martini Software, which went public in 2000 and was later acquired by Red Prairie. Prior to joining Blue Martini, Kohavi managed MineSet project, Silicon Graphics' award-winning product for data mining and visualization.

He joined Silicon Graphics after getting a Ph.D. in machine learning from Stanford University, where he led the MLC++ project, the machine learning library in C++ used in MineSet and at Blue Martini Software. Kohavi received his BA from the Technion, Israel. He was the general chair for KDD 2004, cochair of KDD 99's industrial track with Jim Gray, and cochair of the KDD Cup 2000 with Carla Brodley.

LAK LAKSHMANAN

Tech Lead, Professional Services
Google

Lak Lakshmanan is currently a tech lead for big data and machine learning professional services on the Google Cloud platform. His current mission is to democratize machine learning so that it can be done by anyone anywhere. Prior to Google, he was a director of data science at the Climate Corporation where he led a team of data scientists, statisticians, engineers, and meteorologists who built probabilistic estimates of past, current, and future weather. He was also senior research scientist at the University of Oklahoma/National Severe Storms Laboratory.

DEANNE LARSON

President
Larson & Associates

Dr. Larson is an active practitioner and academic focusing on business intelligence and data warehousing with over 20 years of experience. Dr. Larson completed her doctorate in management in information technology leadership. Her doctoral dissertation research focused on a grounded theory qualitative study on establishing enterprise data strategy. She holds project management professional (PMP) and certified business intelligence professional (CBIP) certifications. Larson attended AT&T Executive Training at the Harvard Business School in 2001, focusing on IT leadership. She is a regular contributor to TDWI publications and presents several times a year at conferences. Dr. Larson is associate faculty at American Public University and University of Phoenix in the United States.

MARK MADSEN

President
Third Nature, Inc.

Mark Madsen is president of Third Nature, a technology consulting and market research firm focused on business intelligence, data integration, and data management. Mark is an award-winning architect and former CTO whose work has been featured in numerous industry publications. He is a principal author of *Clickstream Data Warehousing* (John Wiley & Sons, 2002) and frequently speaks at conferences and writes about business intelligence and emerging technology.

DAVE MCCOLGIN

Executive Creative Director
Artefact

Dave McColgin couldn't choose between science and art and ended up a user experience director. He takes on deep domains and knotty problems that have big impacts on our futures and are often most in need of design thinking. At Artefact and earlier at Pacific Northwest National Laboratory, he led research and designed professional visual analytics tools for analysts and scientists, new medical devices and patient-centric information systems, and products that promote resource-efficient behavior, and more. He's been a key contributor in the effort to understand the impacts of design that go beyond the product itself in order to use them for lasting positive change. Not included in that effort were making people throw up while studying the effects of video games on the brain and designing a talking robotic goat.

He has earned several software copyrights and awards, including multiple International Design Excellence Awards (IDEA) and the Good Design award, and has published or given talks at several conferences and universities. He studied brain and cognitive science at the University of Rochester and human-computer interaction at Georgia Tech.

SKYE MORÉT

Data Visualizer
Periscopic

Skye Morét specializes in data visualization and design strategy. With an MFA in information design and visualization from Northeastern University and a decade of experience in the sciences, Morét is well-versed in organizing complex data and discovering meaningful ways in which people can engage with it. Before formally diving into the professional world of data and design, Morét sailed more than 80,000 miles on the high seas teaching and studying marine science. Through sharing her pioneering research on ocean pollution and her experience working for the U.S. Antarctic Program, she realized the surprising power of visualization in encouraging curiosity, insight, empathy, and interaction.

FRANCESCO MOSCONI, PH.D.

Data Scientist
Catalit LLC

Francesco Mosconi is a data scientist at Catalit, LLC. He was also cofounder and chief data officer at Spire, a YCombinator-backed company that invented the first consumer wearable device capable of continuously tracking respiration and physical activity. A machine learning and Python expert, he has also served as data science lead instructor at General Assembly and The Data Incubator. He earned a joint Ph.D. in biophysics at University of Padua and Université de Paris VI and has a master's degree in theoretical physics.

AMAN NAIMAT

Senior Vice President
Demandbase

Senior Vice President, Technology at Demandbase Aman Naimat has spent his career building innovative products that dramatically change the technology landscape. As the senior vice president of technology at Demandbase, Aman and his team are developing Demandbase's artificial intelligence platform for the next generation of B2B marketing.

Prior to Demandbase, Aman founded several enterprise software startups and held numerous executive positions at Oracle, including director of special projects for Oracle's CEO Office and senior director of product management for Oracle Database. Most recently, Aman was a cofounder and the CTO of Spiderbook, an AI-driven enterprise sales engine which was acquired by Demandbase. Aman earned an MS in computer science with a research focus on AI and natural language understanding from Stanford University. He also has an MA in public policy (also from Stanford) and was an Entrepreneurship Fellow at the Stanford Graduate School of Business. He is a published author with pieces on AI, big data, and CRM appearing in both scientific and business publications. Aman also has a dozen patents in CRM and data technologies.

JASMINE NETTIKISIMMONS, PH.D.

Data Scientist
Stitch Fix

Jasmine Nettiksimmons is a data scientist at Stitch Fix, where she focuses on robust parameter estimation in observational data and assessing how successfully humans interact with a live recommendation system. Prior to joining Stitch Fix, she worked in the field of cognitive aging with research focusing on biomarker profiles which are predictive of cognitive decline and dementia. In addition to her work in cognitive aging, she has a broad publication record across a variety of public health issues. Jasmine holds a Ph.D. in epidemiology from UC Davis.

RUSS OLSEN

Vice President
Cognitect

Russ Olsen is a software developer, writer, and serial conference speaker. With over 30 years of experience building sophisticated computer systems—everything from CAD and image processing software to database query engines and workflow systems—Russ likes to believe that software exists to serve people and not the other way around. His two books, *Design Patterns in Ruby* and *Eloquent Ruby,* are among the standard works read by Ruby programmers. As a speaker, Russ has given a wide variety of technical talks and keynotes at conferences ranging from QCON London to Clojure/conj DC.

JEFF PETIROSS

Senior Manager, User Experience
Tableau

Jeff Pettiross has been dreaming about information design and user experience since he was a kid sketching games to be written on his Radio Shack TRS-80. As an adult (or at least an approximation of one), he has spent 25 years designing software and information visualizations in diverse fields including healthcare, handwriting recognition, project management, operating systems, and games. As leader of Tableau's UX design team, he has the privilege of helping broaden and democratize access to data.

MAJKEN SANDER

Data Nerd & Solution Architect
TimeXtender

Majken Sander is a business analyst and solution architect at TimeXtender. She is well-known in industry circles as an influential executive, international speaker, and accomplished data expert. Majken has worked in IT, management information, analytics, business intelligence, and data warehousing for more than 20 years.

CHRIS TOOMEY

Senior Data Engineer
Zillow

Chris Toomey is a senior data engineer at Zillow, where he works on the analytic platforms and tools team. He is responsible for building tools and platforms to help users discover, use, and analyze data at Zillow. As a seven-year Tableau veteran, he is also responsible for enabling and managing the Tableau community and infrastructure across Zillow Group. Prior to joining Zillow, Chris was an information management and analytics consultant at Slalom and a research scientist at Pacific Northwest National Laboratory, both in Seattle. He holds a master's in global politics from the London School of Economics and a bachelor's in international studies from the University of Washington.

WEE HYONG TOK

Principal Data Science Manager
Microsoft Corporation

Wee Hyong Tok is a principal data science manager at Microsoft, where he works with teams to create new value and turn each of the challenges facing organizations into compelling data stories and innovative systems that can be concretely realized using proven enterprise architecture.

Wee Hyong has worn many hats in his career, including developer, product manager, data scientist, researcher, and strategist. This range of experience has given him unique superpowers to nurture and grow high-performing innovation teams that enable organizations to embark on their data-driven digital transformations. He has a passion for leading AI-driven innovations and working with teams to envision how these innovations can create new competitive advantage and value for their business. He is also a big believer in story-driven innovation.

	Data Sourcing & Preparation	Modeling & Analysis	Data Visualization & Deployment

Monday, October 16 – Day 1

KEYNOTE **9:00 a.m.–10:00 a.m.**	**BS-Free AI for Businesses** *Aman Naimat, Demandbase*		
		10:00 a.m.–10:30 a.m. Networking Break	
TUTORIALS **10:30 a.m.–12:00 p.m.**	**Visual Strategy Within a Sea of Data** *Skye Morét, Periscopic*	**Machine Learning: Techniques, Best Practices, and Practical Application** *Francesco Mosconi, Catalit*	**R Quick Camp** *Deanne Larson, Larson & Associates*
		12:00 p.m.–1:30 p.m. Exhibit Hall Lunch Break	
FOCUS SESSIONS **1:30 p.m.–2:15 p.m.**	**Data Driven Decisions. You're Biased and You Know It** *Sheridan Hitchens, Ten-x*	**Automated Machine Learning** *Eduardo Arino de la Rubia, Domino Data Lab*	**The Beautiful Science of Data Visualization** *Jeff Pettiross, Tableau*
		2:15 p.m.–2:30 p.m. Short Break	
FOCUS SESSIONS **2:30 p.m.–3:15 p.m.**	**Doing Data Science on the NFL Play-by-Play Dataset** *Jesse Anderson, Big Data Institute*	**In-Database and Distributed Analytics with R** *Debraj GuhaThakurta, Microsoft*	**Announcing Soon** *Jeffrey Heer, Trifacta*
		3:15 p.m.–3:45 p.m. Networking Break	
GENERAL SESSION **3:45 p.m.–4:30 p.m.**	**Data Unicorn Award Ceremony**		
KEYNOTE **4:30 p.m.–5:15 p.m.**	**Beyond Visualization: Designing Data for Insights and Action** *Dave McColgin, Artefact*		
		5:15 p.m.–6:30 p.m. Exhibit Hall Reception	

Tuesday, October 17–Day 2

	Data Sourcing & Preparation	Modeling & Analysis	Data Visualization & Deployment
KEYNOTE **9:00 a.m.–10:00 a.m.**	**Building a High-Performance Analytics & Data Science Team** *Bill Franks, International Institute for Analytics*		
		10:00 a.m.–10:30 a.m. Networking Break	
TUTORIALS **10:30 a.m.–12:00 p.m.**	**Python Quick Camp** *Paul Boal, Amitech*	**The Application of Machine Learning: Applying the Best Methods for the Job** *Natasha Balac, Ph.D., Data Insight Discovery, Inc.*	**From BI to AI: Jumpstart your ML/AI Projects with Data Science Super Powers** *Wee Hyong Tok, Microsoft*
		12:00 p.m.–1:30 p.m. Exhibit Hall Lunch Break	
FOCUS SESSIONS **1:30 p.m.–2:15 p.m.**	**Exploring Data Like an Explorer—A Guide to Tools, Techniques, and Philosophy** *Wes Bernegger, Periscopic*	**Navigating the World of Machine Learning Tools: The 7 Most-Popular Data Mining Tools** *Natasha Balac, Ph.D., Data Insight Discovery, Inc.*	**Data Art: Beyond Infographics** *Joerg Blumtritt, Datarella*
		2:15 p.m.–2:30 p.m. Short Break	
FOCUS SESSIONS **2:30 p.m.–3:15 p.m.**	**Open Data: How to Find it, Store it in a Hub, and Add More Business Value to Your Analytics Projects** *Majken Sander, TimeXtender*	**Data Science with Humans in the Loop** *Jasmine Nettiksimmons, Ph.D., Stitch Fix*	**Translating Business Needs into Dashboards** *Angel Evan, Angel Evan, Inc.*
		3:15 p.m.–3:45 p.m. Networking Break	
GENERAL SESSION **3:45 p.m.–4:30 p.m.**	**Designing for Decisions** *Donald Farmer, TreeHive Strategy*		
KEYNOTE **4:30 p.m.–5:15 p.m.**	**Cognitive Analytics: Beyond Information Mining to Insight Mining from Big Data** *Kirk Borne, Ph.D., Booz Allen Hamilton*		
		5:15 p.m.–6:30 p.m. Exhibit Hall Reception	

	Data Sourcing & Preparation	Modeling & Analysis	Data Visualization & Deployment

Wednesday, October 18 – Day 3

KEYNOTE **9:00 a.m.–10:00 a.m.**	**Trustworthy A/B Tests: Lessons and Pitfalls in Online Controlled Experiments** *Ronny Kohavi, Microsoft*		
	10:00 a.m.–10:30 a.m. Networking Break		
TUTORIALS **10:30 a.m.–12:00 p.m.**	**Are We Data Scientists or Data Janitors?** *Frank Evans, Exaptive*	**Feature Selection—a Practitioner's Guide** *Ning Jia, Ph.D., Bay Path University*	**The Data Scientists Guide to User Experience** *Nicholas Kelly, BluLink Solutions*
	12:00 p.m.–1:30 p.m. Exhibit Hall Lunch Break		
FOCUS SESSIONS **1:30 p.m.–2:15 p.m.**	**Sourcing Data: Finding and Filling Data Gaps** *John Akred, Silicon Valley Data Science*	**Explain It!** *Russ Olsen, Cognitect*	**Four Pillars of Visualization** *Noah Iliinsky, Amazon*
	2:15 p.m.–2:30 p.m. Short Break		
FOCUS SESSIONS **2:30 p.m.–3:15 p.m.**	**Data Preparation for Machine Learning: Key Considerations** *Lak Lakshmanan, Ph.D., Google*	**Pay No Attention to the Man Behind the Curtain: The Unseen Work Behind Data Science** *Mark Madsen, Third Nature, Inc.*	**Seeing vs. Knowing: Using Data Visualization the Right Way Makes a Difference** *Chris Toomey, Zillow*
	3:15 p.m.–3:45 p.m. Networking Break		
GENERAL SESSION **3:45 p.m.–4:30 p.m.**	**Data Ethics** *Joerg Blumtritt, Datarella*		
KEYNOTE **4:30 p.m.–5:15 p.m.**	**Announcing Soon**		
	5:15 p.m.–6:30 p.m. Exhibit Hall Reception		

TEAM LEARNING

TDWI Accelerate has assembled the brightest minds in data to share their expertise and insight on the future of data science and the value of keeping your team up to date on the latest industry trends and tools. You will learn from industry experts, receive valuable training, and network and share ideas with your data peers in an exciting and collaborative environment. You might know how valuable TDWI Accelerate will be but does your manager need some convincing?

Here's a simple three-step strategy to sell your boss on TDWI Accelerate:

1. Check out the agenda and highlight events you think are most pertinent and beneficial to your organization. Do you want to develop your data science culture? Investigate open source technologies? Gain value from data science and big data analytics? Choose from the hottest topics in data science.
2. Use or modify our Sell Your Boss email copy to start a conversation with your manager. Bring up the agenda topics you think will make a difference for your organization.
3. Save money by registering now and bringing the whole team. Details on the following page for team discount pricing.

Team Discount
When three to nine people from a single company or government agency register at the same time, the entire team receives a 10% discount by using code TEAM. Groups of 10 or more will receive a 20% discount by using code TEAM20.

> BEST EVENT FOR FAST TRACKING MY TEAM SO WE COULD BE ON THE SAME PAGE & HIT THE GROUND RUNNING.

95%
of attendees found Accelerate's content to be extremely valuable.

> *Great conference, excellent venue, very good speakers!*
>
> ***H. Carson,***
> *Application Analyst,*
> *Concord Hospital*

94%
plan on attending a future Accelerate event.

> *Great opportunity to network and meet people from other industries who share similar issues.*
>
> ***M. McQuade,***
> *Sr. VP, Information Management,*
> *Citizen Bank*

100%
of attendees said it was directly applicable to their jobs.

> *World class line up. This was the best event I have been to in a while.*
>
> ***M. Smolinski,***
> *BI Analyst,*
> *CHPW*

AWARD

DATA UNICORN

TDWI's new Analytics Accelerator Award is designed to recognize the best and brightest in data science and analytics. See who will be the first Data Unicorn at ACCELERATE.

Rajeev Kapur, CEO of 1105 Media

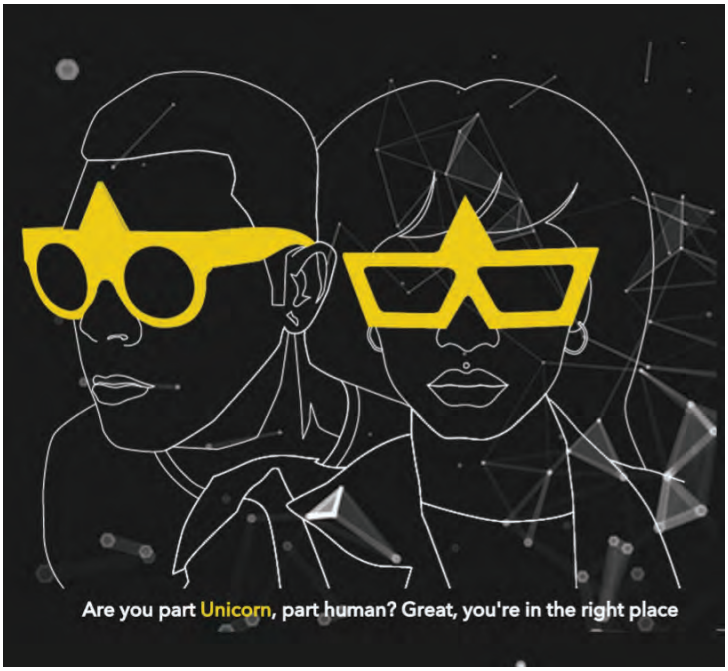
Unicorn entreprenuer, Rajeev Kapur captured styling in TDWI's data unicorn sunglasses.

The Analytics Accelerator Award identifies and honors individuals that have demonstrated nothing short of magical skills in developing, deploying, and maintaining successful analytics and data science projects. Winners will be evaluated on two key criteria: innovation and impact.

"Every day, data professionals are quite literally inventing the future with new and creative ways to solve problems or drive growth with data" said Meighan Berberich, TDWI President. "This award is designed to identify and recognize these 'unicorns' for their amazing work. We also want to help grow the community by identifying and sharing best practices that can benefit everyone blazing a trail with data in their organizations."

The Analytics Accelerator Award will be judged by a panel of independent industry experts in analytics and data science. Finalists will be selected from the pool of online entries and their solutions thoroughly researched to select the winners.

Winners will be recognized at TDWI Accelerate in Seattle, WA, October 16, 2017 The deadline for entries is Friday, August 18, 2017. Details about the award program and applications are available at tdwi.org/dataunicorn. For updated information, follow @dataunicorn on Instagram.

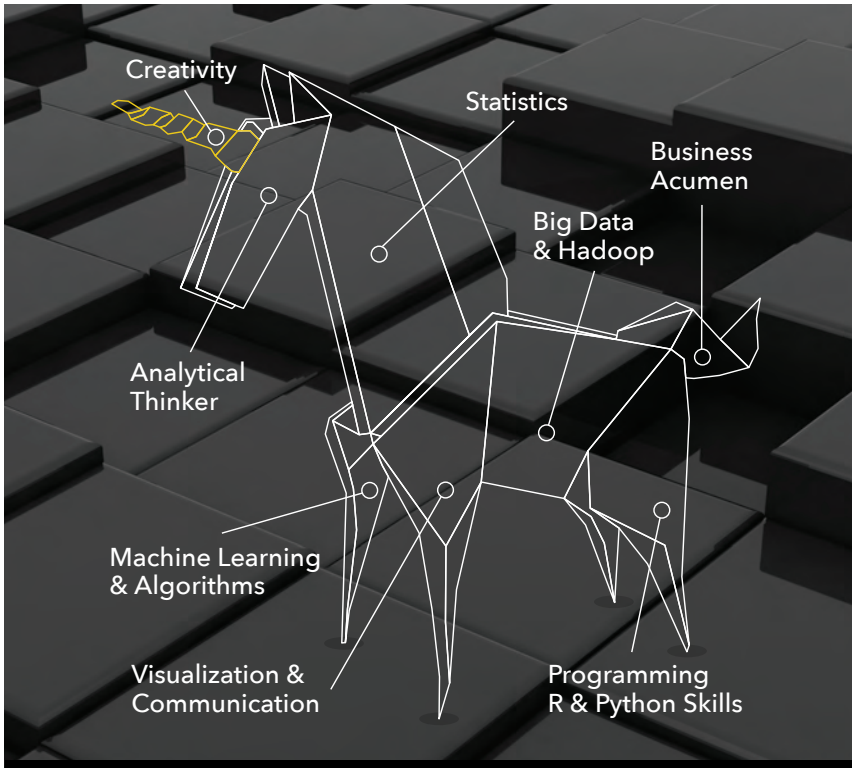


Key Dates

Friday August 18, 2017—
Online Applications Due.
FINAL DEADLINE.

Monday September 18, 2017—
Finalists are announced.

Monday October 16, 2017—
Winners are announced at TDWI Accelerate, Seattle



Let's just make sure you've got all the skills that it takes to be TDWI's first Data Unicorn

The Data Unicorn embodies certain skills. Do you have all that it takes?

Submit Your Application

Have you completed an analytics or data science project that you think is a game changer? Do you think that your creativity, innovation, and mad data skills are helping push the bounds of what is possible with analytics? Would you like some recognition for the mythical data beast that you have become?

If you think you've got what it takes, then pony up and submit your entry for TDWI's Analytics Accelerator Award. You could become TDWI's first Data Unicorn! This is definitely a crown you'll be proud to wear.

Submitting your application is easy, simply go to tdwi.org/dataunicorn.

New Talk SHOW

Here's Your Host Fern Halper

Fern Halper is no stranger to the world of analytics. In addition to years' worth of data-related accomplishments (not the least of which is being TDWI's vice president and senior research director for advanced analytics), she will be co-hosting our new talk show, "Literally, Between Two Ferns." Tune in at TDWI's YouTube channel and social media handles for its first airing in August 2017.

TDWI's New Talk Show for Accelerate

What do Hollywood celebrity Zach Galafianakis and TDWI Vice President Fern Halper have in common? Not a whole lot, as it turns out. Fern's not known for her physical comedy and Zach is definitely not an acknowledged master of advanced analytics.

However, there are some things they do share. For example, they both have a loyal and devoted following in their respective fields. And, starting this fall, they both host talk shows.

This October, TDWI is pleased to launch a new talk show for the data and analytics crowd—Literally, Between Two Ferns. Featuring discussions between the Ferns and industry notables such as inaugural guest, Claudia Perlich, we'll be looking at the world of analytics from a different angle. See it first at Accelerate Seattle.

Have You Seen Between Two Ferns?

Between Two Ferns is a talk show hosted by comedian, Zach Galifianakis, which features celebrity guests. Episodes last several minutes, in which the interviewer (Galifianakis), and guests trade barbs and insults. As the show's title suggests, host Zach Galifianakis interviews celebrities while sitting between two potted ferns.

View episodes at funnyordie.com/between_two_ferns

Want to be a featured guest?

Please submit your profile to info@tdwi.org to become a featured guest on the show. We'd love to hear from you.

Claudia Perlich, Chief Scientist

Claudia Perlich leads the machine learning efforts that power Dstillery's digital intelligence for marketers and media companies. With more than 50 published scientific articles, she is a widely acclaimed expert on big data and machine learning applications, and an active speaker at data science and marketing conferences around the world.

Claudia is the past winner of the Advertising Research Foundation's (ARF) Grand Innovation Award and has been selected for *Crain's New York*'s 40 Under 40 list, *Wired Magazine*'s Smart List, and *Fast Company*'s 100 Most Creative People.

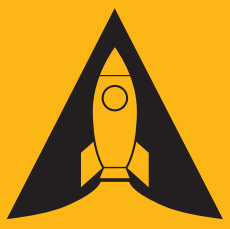
Claudia holds multiple patents in machine learning. She has won many data mining competitions and awards at Knowledge Discovery and Data Mining (KDD) conferences, and served as the organization's general chair in 2014.

Prior to joining Dstillery in 2010, Claudia worked at IBM's Watson Research Center, focusing on data analytics and machine learning. She holds a Ph.D. in information systems from New York University (where she continues to teach at the Stern School of Business), and an MA in computer science from the University of Colorado.

First Show Airing

The first show of Literally, Between Ferns will be airing in the month of August. Be sure to follow TDWI on all social channels and subscribe to Accelerate emails.

#LiterallyBetweenTwoFerns



ACCELERATE

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