GERAD
GROUP FOR RESEARCH IN DECISION ANALYSIS

# GERAD Big Data and Business Analytics Masterclass

## Organizer: Nathan Yang
## Venue: McGill Desautels, Bronfman 310

**October 12, 2018 (10:30 am – 12:00 pm)** – Oded Netzer (Columbia GSB)

Professor Netzer's research centers on one of the major business challenges of the data-rich environment of the 21st century: developing quantitative methods that leverage data to gain a deeper understanding of customer behavior and guide firms' decisions. He focuses primarily on building statistical and econometric models to measure consumer preferences and understand how customer choices change over time, and across contexts. His research has won multiple awards and has been published in the leading scholarly journals. He serves on the editorial board of several leading journals including: Marketing Science, Management Science, Quantitative Marketing and Economic, and International Journal of Research in Marketing. Oded teaches the core marketing course to MBA and undergraduate students, a course in Marketing Research to MBA and Executive MBA students, a doctoral course on empirical research in marketing, as well as several executive education programs.

**October 12, 2018 (1:30 – 3:00 pm)** – Fanyin Zheng (Columbia GSB)

Professor Zheng teaches the MBA core class Operations Management and the PhD class Introduction to Econometrics and Statistical Inference. Her research focuses on industrial organization, applied econometrics, and the interface between economics and operations management.

**November 30, 2018 (10:30 am – 12:00 pm)** – Dokyun Lee (CMU Tepper)

Dokyun is an Assistant Professor of Business Analytics at the Tepper School of Business at Carnegie Mellon University. His research is in e-commerce, recommender systems, social media advertising, sharing economy, and use of machine learning (e.g., natural language processing, computer vision, deep learning) in business. He holds a Bachelor's degree in Computer Science from Columbia University (Machine Learning, Artificial Intelligence Focus), a Master's degree in Statistics (Master's Thesis: Johnson-Lindenstrauss Lemma and its Effect on Supervised Learning) from Yale University and PhD from the Operation, Information and Decisions department of the Wharton School. He previously worked at many different tech start-ups (mobile, b2b analytics, recommendation web 2.0) and Blackrock as a quantitative software engineer and at Thomson Reuters as a machine learning contractor building a natural language processing engine for financial data.