



Big Data and Data Science



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MM Realty & Management

615 348 8283

Time: 4:30 - 5:30 pm, 03/26/2023

Location: Meeting Room A

John P. Holt Brentwood Library

8109 Concord Rd, Brentwood, TN 37027

Cost: Free to attend !

For questions, please email:

sherima.commercial@gmail.com

You are also welcome to drop by!

*By Terry Pan, PhD, 25 years working with data, 18 years of professional data science experience
Head Data Scientist/Segment Strategist*

Topics to Cover

- No programming or coding is presented. Instead we will use real world case study to learn how to:
 - Publish more academic papers than tenured professors
 - Optimize targeted marketing and generate \$30 million a year
 - Forecast revenue and influence billion dollar decision
 - Refuse to follow direction from CEO, but get praised repeatedly
 - Mentor someone and double her or his salary
 - Design a billion dollar CRM (customer relationship management) program, collaborate with IT for success
 - Identify tens of millions in incremental revenue in a business
 - Optimize a manufacturing process to reach 40-year peak production for a plant
 - Build dozens of predictive models and influence 100 million customized offers
 - Understand customer price sensitivity and generate \$100 million in incremental revenue
 - Optimize inventory to generate millions of incremental revenue
 - Optimize staffing to influence tens of millions in sales

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