DATA ANALYTICS IN THE SOCIAL MEDIA INDUSTRY

Dr. Kruz is pleased to present a series of talks by Alex Gilgur, a colleague and mathematician at Google, on the meaning and value of online data to the social media industry.

"By now, most companies recognize that they have opportunities to use data and analytics to raise productivity, improve decision making, and gain competitive advantage. "Analytics will define the difference between the losers and winners going forward," says Tim McGuire, a McKinsey director." (Mckinsey.com, March 2013)

WHEN AND WHERE;

October 17: "Time and Other Series Matters: Outliers, Abnormal Distributions, and More"

From 6:30 PM to 7:30 PM, at the Lincoln AUDITORIUM (Room 304)

About our speaker;

Alex Gilgur, presently at **Google, is a Data Scientist and Capacity and Performance Analyst** with over 20 years of experience in a wide variety of industries. He has a solid track record of implementing his Data Mining, Predictive Analytics, Performance and Capacity Analysis innovations. He has authored and co-authored numerous publications and patents, including most recently a series of papers related to performance analysis of large systems.

Alex enjoys creating tools that apply the beauty of mathematics and statistics in solving real-world problems and is particularly interested in mathematical problems that arise when describing and analyzing non-stationary processes. His technical blog is at http://alexonsimanddata.blogspot.com

SEATING IS LIMITED! Be sure to sign up early at Student Lounge