Data Science Summit

Design and communicate meaningful data insights to influence key stakeholders and enhance organisational efficiency

Demonstrate the value of data science to key stakeholders

Establish and optimise your data business strategy

Improve individual, team and organisational efficiency Master the art of data communication & storytelling

30 April - 3 May 2019

Rydges World Square, Sydney

FEATURED SPEAKERS





Sveta FreidmanDirector, Data Analytics and Science



Sheetal Patole
Chief Data and
Analytics Officer
Macquarie Banking and
Financial Services



Hendra Suryanto Chief Data Scientist





Scott Verrall Head of Data Analytics and Research



Dr Hercules KonstantopoulosSenior Data Scientist





Karl StrichowDirector, Workforce
Planning



Department of Industry

Danielle BakerDirector, Water Analytics





Dr Lorenzo Vigentini Senior Lecturer and Academic Lead Educational Intelligence and Analytics



Sydney WAT&R

Ujjaval Mehta Senior Analyst





Rob Wilkins Leader, Information Systems Management



Monte Kainth Principal Manager, Organisational Integrity and Reporting



∛ UTS

Shoshana Fogelman Business Relationship Manager, Faculty of Engineering and Information Technology



nbn 🍥

Jon Searle
Director and Cloud
Performance Analytics





Philip Uys Director, Learning Technologies



Fuel





Daniella McKenzie

Director, Formerly Executive Director ICT at DFSI and Telstra





Felipe RegoData Science and
Analytics Partner



-BETTER INTELLIGENCE

Adam Rowland Founder, Chief Intelligence Officer





Craig NapierProgram Director,
Business Intelligence



Data Futurology

Felipe Flores Founder and Podcast Host, Data Futurology Formerly Head of Data Science, ANZ

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Institute of Analytics Professionals of Australia

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About the Event

We have reached a critical mass with data, where information is coming from seemingly endless sources and in a variety of forms. Your ability to master the complexity, accuracy and scope of information will determine the potential of your organisation's data function in this pivotal environment.

The challenges of data science may appear unconquerable, but the opportunities you have to unlock value and boost the bottom-line are unparalleled. With the right skills, strategy and support, you'll be able to optimise your data streams and delve deep to uncover estimable insights.

Hear from a cross-section of private enterprise organisations, universities and government agencies who will forecast trends and explore the essential skills needed to ignite the tremendous value of data science within your organisation.

Pre-Summit Workshop

30 April 2019

9.00 - 4.30

Meaningful data storytelling

Data visualisation tools to emphasise your results

Understand what's motivating your audience

- Select the right visualisation to present your analysis
- Build strong relationships with internal stakeholders
- Understand the data hierarchy to simplify your story

• Ask the right questions to establish clarity

• Explore the best data designs

• Engage business units and gain buy-in

Presentation skills to help you win others over

Craft a narrative around your data

- Guarantee an engaged audience when presenting
- Identify and expand on your core data statement • Define your audience's primary goal
- Strategies to communicate with influence
- Bridge technical language with non-technical outcomes
- Ensure shared ownership among change managers and data teams

Expert Facilitator: Felipe Rego Data Science and Analytics Partner

Summit Day One

1 May 2019

OPENING KEYNOTE CASE STUDY

Your data as an asset

9.00 - 9.50

• Create a data ecosystem where data is linked to tangible benefits

- Collaboration between data, analytics, and the organisation • Explore the process of problem solving, solution design and technology builds

Sheetal Patole

Chief Data and Analytics Officer

product development

Macquarie Banking and Financial Services

DATA STRATEGY PART 1

1.30 - 2.00

Data collection, storage and access

Explore the components of a world-class data-driven business strategy.

Daniella McKenzie Chair

CASE STUDY

EXPERT COMMENTARY Communicate with influence and clarity

2.00 - 2.50

9.50 - 10.40

- Discover the psychology behind the decision-making process
- Identify effective channels for communication Explore influence through the power of voice

The application of AI in complex risk analysis

Arabella Macpherson

• Overcome data holes • Leverage AI to streamline processes and Founder and Communications Coach



Resonate Communications



• Structure your data to suit business activity

Hendra Suryanto Chief Data Scientist

Rich Data Corporation



CASE STUDY

10.55 - 11.45

How to create enduring data-driven value

- Build internal engagement for analytics
- Streamline change management
- Define your organisation's purpose

Adam Rowland

Founder, Chief Intelligence Officer

Better Intelligence

Former Executive Manager for National Centre of Longitudinal Data BETTER INTELLIGENCE

INTERACTIVE PANEL DISCUSSION

3.10 - 4.00

Harness your competitive advantage by leveraging data analysis

- · Determine your organisation's data strategy
- Understand what non-technical business units are
- Increase synergy between technical and non-technical units

Angeles Miranda

Caltex

Craig Napier University of Sydney

Scott Verrall HCF

Monte Kainthe Transport for NSW









CASE STUDY

11.45 - 12.30

How to build models and analysis infrastructure from scratch

- The critical resources you need to succeed
- Steps for model testing
- How to streamline your data model

Sveta Freidman

Director, Data Analytics and Science

carsales.com.au



DATA STRATEGY PART 2

4.00 - 4.30

Finding insight through analysis

Reflect on your data strategy and devise a plan to make it more valuable.

Dr. Ian Opperman Chief Data Scientist & Chief Executive Officer, NSW Data Analytics Centre NSW Treasury

OPENING CASE STUDY

9.00 - 9.45

Tell enthralling stories through data visualisation

- Exemplary data visualisation models
- How to use annotations and sequences to build suspense
- Create emotional truths with objective data

Dr Hercules Konstantopoulos

A ATLASSIAN

Senior Data Scientist Atlassian

CASE STUDY

9.45 - 10.30

Extract actionable insights from data anarchy

- Pull data points from different sources
- Develop dashboards to draw insights
- Explore access, governance and data literacy 'grey areas'

Dr Lorenzo Vigentini

Senior Lecturer and Academic Lead Educational Intelligence and Analytics University of NSW



INTERACTIVE PANEL DISCUSSION

10.50 - 11.50

Develop domain expertise and navigate company politics as a data pro

- Build better relationships with decision makers
- Learn to stay alert, speak up and confront unfair resistance
- Align your data strategy to company values

Jon Searle

NBN and dataIdeas

Ujjaval Mehta Sydney Water

Rob Wilkins

Department of Education NSW





Education



CASE STUDY

11.50 - 12.50

NSW's future water resource needs

- Explore how to test new machine learning techniques
- Understand how data sets can be recycled
- Turn insight into tangible results

Danielle Baker

Director, Water Analytics

Department of Industry NSW

Shoshana Fogelman

Business Relationship Manager, Faculty of Engineering and Information Technology University of Technology Sydney





INTERACTIVE PANEL DISCUSSION

1.50 - 2.40

Build the right data team, build the right culture

- Define the data science role
- Explore different structures of data teams
- Where should the data function live and report to

Director, Workforce Planning

Australian Taxation Office

Hendra Survanto Chief Data Scientist

Rich Data Corporation



CASE STUDY

2.40 - 3.20

Data for good - From privacy to ethical governance frameworks

- Collect, share and analyse data responsibly
- Develop ethically appropriate tools, models and frameworks for data mining
- Explain the importance of governance frameworks to technical and non-technical stakeholders

Philip Uys

Director, Learning Technologies

Charles Sturt University



DATA STRATEGY PART 3

3.40 - 4.00

Data-driven change

Develop the skills to own your data function and be accountable for implementing change projects.

Daniella McKenzie Chair

INTERACTIVE CLOSING ROUNDTABLE 4.00 - 4.30

Your data future - The end is just the beginning

- Reflect on key highlights
- Identify your pain points
- Plan how to overcome critical challenges

Daniella McKenzie Director,

Formerly Executive Director ICT at DFSI and Telstra

Post-Summit Workshop

3 May 2019 9.00 - 4.30

Create, optimise and mature your data

Streamline data capture

- Define the question you're looking to answer
- Investigate whether the data exists and how you can access it
- Build relationships with key stakeholders

Storing new data and accessing previous data

- Deal with dataset anomalies
- Prevent data swamps and avoid other forms of data deterioration
- Strategies to munge data with improved accuracy

Data analysis

- Discern practices for analysing data
- Validate your model and identify holes
- Create stories using data that will improve buy-in

Deploy analysis to improve outcomes

- Understand the principles of productive change management
- Create roadmaps that hold change owners accountable
- Relate data-driven outcomes to intangible benefits

Expert Facilitator: Felipe Flores Founder and Podcast Host Data Futurology Formerly Head of Data Science, ANZ

Who will attend?

- Data Scientists, Analysts and Researchers
- Business Analysts and Intelligence Specialists
- Statisticians

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