



Predictive and Advanced Analytics Track

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Session Number	Session Title
BPA-1225A	Predictive Analytics Improve Inspection Accuracy and Energy Recuperation at CPFL Energia in Brazil
BPA-1427A	Making Segmentation Actionable by Predicting Migration and Scoring Databases
BPA-1728A	Leading the Way with an Information-Led Transformation at Elie Tahari
BPA-2140A	Big-Data-Mining for Business--Customer Segmentation for Retailer Rakuten Ichiba
BPA-2410A	Detecting Unusual Internet Banking Transactions with Predictive Analytics
BPA-2430B	McKessons Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings
BPA-2430C	McKessons Supply Chain Model and Advanced Analytics--A Roadmap to \$1B in Working Capital Savings
BPA-2439A	Talent Journey from Reporting to Predictive with IBM Cognos Workforce Performance and IBM SPSS Analytics
BPA-3139A	Old Dogs Can Learn New Tricks: How Quant Specialists and Traditional Credit Analysts Can Help Each Other
BPA-3155A	Dig Deeper: How to Find Gems in the Data Rubble and Facilitate Student Achievement
BPA-3168A	Reducing Customer Churn Rates through Predictive Analytics and Proactive Communication

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs





BPA-3351A	Predictive Maintenance: Prediction of Repeat Repairs at BMW
BPA-3351B	Predictive Maintenance: Prediction of Repeat Repairs at BMW
BPA-3467A	High Performance Meets Predictive Analytics: IBM Netezza and IBM SPSS Modeler Integration
BPA-3675A	Serving Those who Served Our Country: Longitudinal Research on PTSD with IBM SPSS Data Collection
BPA-3676A	Predictive Analytics to Improve Customer Insight, Decision Making and Profitability
BPA-3676B	Predictive Analytics to Improve Customer Insight, Decision Making and Profitability
BPA-3677A	In the Age of Social, Market and Survey Research Is More Important than Ever: IBM SPSS Data Collection
BPA-3678B	Predictive Analytics Process Governance: Monitoring and Managing the Lifecycle of Predictive Analytic Assets
BPA-3678C	Predictive Analytics Process Governance: Monitoring and Managing the Lifecycle of Predictive Analytic Assets
BPA-3679A	Introduction to IBM SPSS Decision Management
BPA-3680A	Decision Management: Orchestrating Consistent Enterprise-Wide Decisions
BPA-3681A	Better Marketing Programs through Predictive Analytics
BPA-3682A	The Cornerstone of Predictive Analytics: IBM SPSS Statistics and IBM SPSS Modeler
BPA-3682B	The Cornerstone of Predictive Analytics: IBM SPSS Statistics and IBM SPSS Modeler
BPA-3683A	Combating Fraud and Improving Customer Service with Predictive Analytics and BI

■ Special / Other Events

■ Business Leadership

■ Technical Elective Sessions

■ Hands-On Labs