

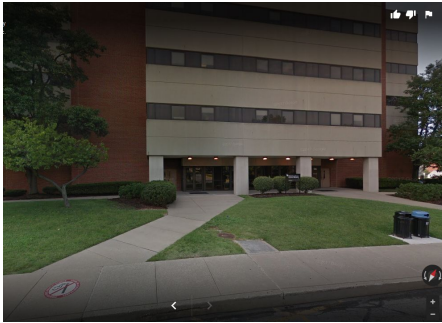
Short Course – Data Mining
ASA-KY – October 13th, 815AM – 5PM ET, University of Kentucky, Lexington KY
Room 220 Multidisciplinary Building
725 Rose Street, Lexington KY 40536

Organized By

The meeting is organized by [American Statistical Association - Kentucky Chapter](#). Thanks to the [University of Kentucky](#) and [University of Louisville](#) for helping with organizing the event, providing event space as well as subsidizing event costs.

Location - Training and Parking

Room 220 in the Multidisciplinary Science Building on the University of Kentucky campus. The building is right next door to the parking garage.

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|  | <p>See campus map at https://maps.uky.edu/campusmap/ Room 220, 725 Rose Street, Lexington KY 40536</p> <p>Parking Parking is free on Saturdays and available at the UK Kentucky Clinic Parking Garage (140 Huguelet Drive). The gate should be open and there should be no parking attendant. We will have the validation stamp just in case. See campus map at link above.</p> |
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Check-in

Sign-in begins at 8:15 am ET on the day of the event. Participants claiming the student price must bring current college or university ID to sign-in. A continental breakfast and sandwiches for lunch, will be provided are included in the price - see below.

Same Day Registration

Is available though lunch will not be included.

Handouts: Will be circulated electronically. Paper copies will not be supplied, however feel free to print off the presentation before the short course session.

Continental breakfast -coffee, pastries, fruit

Lunch choices and Break snacks

Lunch: Lunch will include sandwiches, chips, cookies and beverages.

Breaks: Breaks will include beverages and other snacks.

Course Description

Large data sets (or Big Data) are becoming more common as our ability to collect and store data increases. Many new tools and methods are now available to both the experienced analyst and casual user. Unfortunately, there is a strong belief—due in large part to a series of popular Big Data books—that good results are guaranteed with just powerful algorithms and a lot of data. Instead, success is dependent on the skill and domain knowledge of the analyst and the quality and relevance of the data. However, by using principles of statistical engineering and sound statistical knowledge, the chance of success in these problems is significantly increased. This one-day course, intended both for those who wish to learn what data mining is all about and for those who have experience using data mining techniques, will show how to use data mining techniques effectively in practice. It will be a practical, hands-on introduction to the methods, based on case-studies from my experience consulting in science and industry. Although we will explain the mathematics behind the methodologies used, we will focus on the practical issues of getting results out of data mining.

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| Planned Schedule for the Day | |
|-------------------------------------|------------------------------------|
| Time | Activity |
| 08:15AM - 08:45AM | Check in / Breakfast |
| 09:00AM –10:30AM | Morning Session 1 |
| <i>10:30AM – 10:45AM</i> | <i>Break</i> |
| 10:45AM - 12:15PM | Morning Session 2 |
| 12:15 noon-01:00PM | Lunch [provided] - Room 223 |
| 01:00PM - 01:30PM | Fall Meeting |
| 01:30PM – 03:00PM | Afternoon Session 1 |
| <i>03:00PM – 03:15PM</i> | <i>Break</i> |
| 03:15PM – 04:45PM | Afternoon Session 2 |
| 04:45PM - 05:00PM | Closing Remarks |

A computer is not needed, except for your electronic notes.

About the instructor

Richard (Dick) De Veaux, Ph.D. is the C. Carlise and Margaret Tippit Professor of Statistics at Williams College. He holds degrees in Civil Engineering (B.S.E. Princeton), Mathematics (A.B. Princeton), Dance Education (M.A. Stanford) and Statistics (Ph.D., Stanford), where he studied with Persi Diaconis. Dr. De Veaux has taught at the Wharton School and the Engineering School at Princeton and has been a visiting researcher at INRA in Montpellier and a visiting professor at Paris V. He has won numerous teaching awards from the Engineering Council at Princeton as well as both the Wilcoxon and Shewell (twice) awards from the American Society for Quality. Since 1998 he is a fellow of the ASA and since 2015 an elected member of the ISI. In 2006-2007 he was the William R. Kenan Jr. Visiting Professor for Distinguished Teaching at Princeton. In 2008 he was named the Statistician of the Year by the Boston Chapter of the ASA. He has served on the Board of Directors of the ASA and is current past chair of the Section on Statistical Learning and Data Science. Dr. De Veaux has been a consultant for over 30 years for such Fortune 500 companies as Hewlett-Packard, Alcoa, American Express, Bank One, GlaxoSmithKline, Dupont, Pillsbury, SanofiPasteur and General Electric. He holds two U.S. patents and is the author of more than 40 refereed journal articles. He is the co-author, with Paul Velleman and David Bock, of the critically acclaimed textbooks “Intro Stats”, “Stats: Modeling the World” and “Stats: Data and Models” and with Norean Sharpe and Paul Velleman of “Business Statistics” and “Business Statistics: A First Course,” all published by Pearson.