



Business Analytics

COLLEGE OF BUSINESS ADMINISTRATION

Fall Business Analytics Forum
September 11th and 12th, 2014

Carolyn P Brown Memorial University Center
1502 West Cumberland Ave. Knoxville, TN 37996-4800

Please park in the Vol Hall Garage. See end of agenda for important instructions.

Thursday September 11th

Location: Shiloh Room unless noted otherwise

7:30 – 8:30	Breakfast & Check In Ballroom
8:30 – 9:00	Opening Remarks Dr. Chuck Noon – University of Tennessee
9:00 – 12:00	So Much Data, So Little Understanding Stephen Few – Perceptual Edge
	The remainder of the Forum is for Forum members only. If you would like more information on becoming a Forum member, contact Julie Ferrara – jferrara@utk.edu – 865-974-1659
12:00 – 1:00	Lunch Ballroom
1:00 – 2:00	Analytics Process Management: From Hypothesis Identification to Organizational Learning Tim Wilson – Web Analytics Demystified
2:00 – 4:00	Data Visualization Competition
4:00 – 5:30	Breakout Sessions Rooms - TBD
6:00 – 8:00	Happy Hour – Sapphire Modern Bar & Restaurant Forum Members and Faculty



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Friday September 12th

Location: Shiloh Room unless noted otherwise

8:00 – 9:00	Breakfast & Check In Ballroom
9:00 – 9:30	Update on Knoxville's Business Analytics Community Dr. Ken Gilbert - University of Tennessee
9:30 – 10:00	Implementing Analytics – An Applied Discussion of Educational Offerings Allen Pannell – University of Tennessee
10:00 – 10:15	Break
10:15 – 11:15	Forum Member Presentation Andy Drake – CapitalOne
11:15 – 11:45	Student Internship Presentations Jonathan Blair – Hospital Corporation of America Nicole Braden - Eastman Elaine Crutchley - gapNsnap Erika Shults – JM Smucker Company Michael Wilson – Accenture
11:45 – 12:00	Closing Remarks Dr. Chuck Noon and Julie Ferrara
12:00 – 1:00	Lunch Ballroom



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Parking

The **University Center Garage has been demolished** to make way for the expansion and improvement projects for the UC.

If you drive to the Campus, parking will be provided in the garage under Vol Hall

1527 White Avenue

Volunteer Hall

Parking Garage G15 – **Must say Public Parking**

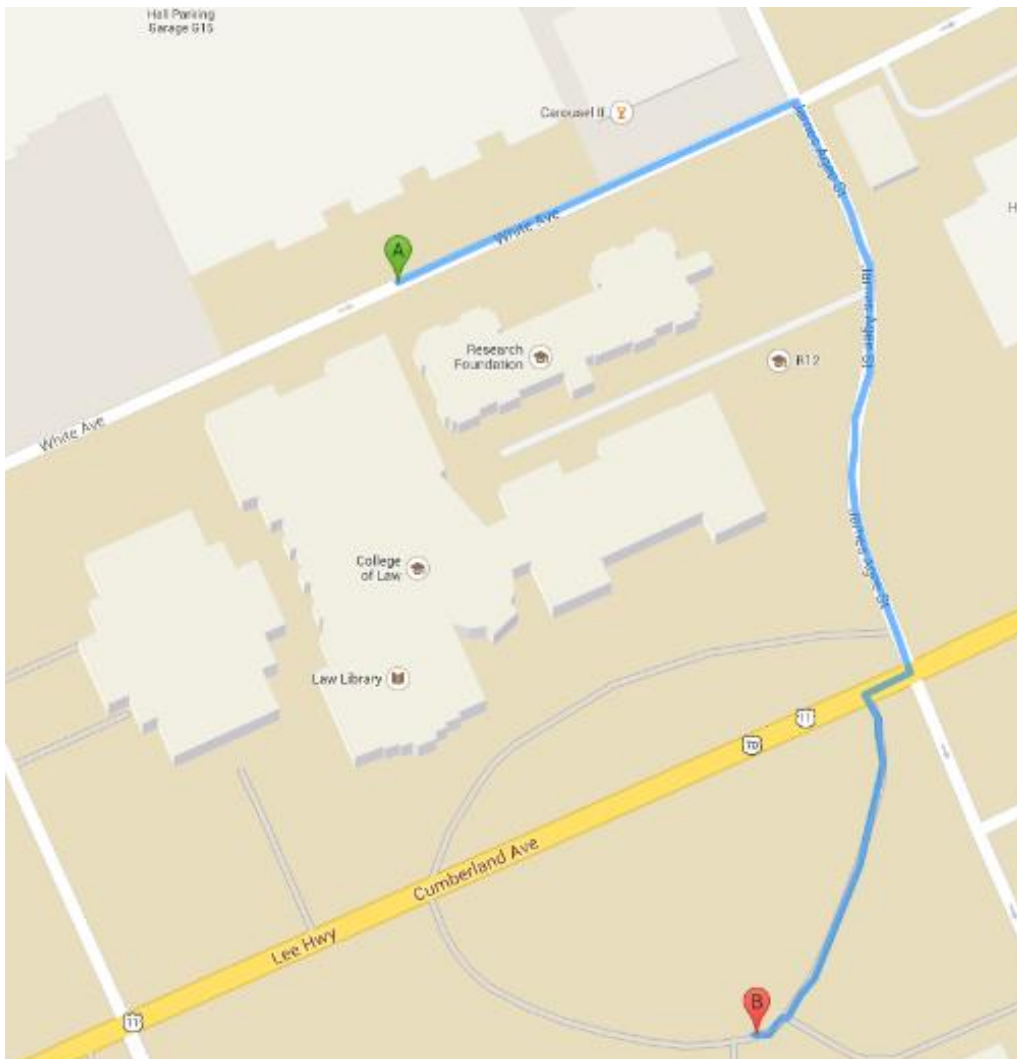
Only enter on White Avenue the entrance lot is S12 (Level 1)

Do NOT enter on Clinch Avenue. This is for students ONLY.

Please bring your stub for Validation

(If you don't get a parking stub you are parked in the wrong place).

Walking directions from Vol Hall to the University Center



A 1527 White Avenue, Knoxville, TN 37916, USA

0.2 mi - about 3 mins

1. Head northeast on White Ave toward James Agee St 282 ft
2. Turn right onto James Agee St 384 ft
3. Cross Cumberland Avenue and then turn right onto Cumberland 33 ft
4. Turn left 246 ft
Destination will be on the left

B 1502 Cumberland Avenue, University of Tennessee, Knoxville, TN 37996, USA

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