

COLLOQUIUM BY JACK CHEN

HOW BIG DATA ANALYTICS CHANGES DELL'S BUSINESS DECISION MAKING - EXAMPLES FROM MARKETING AND SALES OPERATIONS

TIME: 5:00-6:00 PM, WEDNESDAY, 6 SEPT 2017

VENUE: ACADEMIC BUILDING 1079

How Big Data Analytics Changes Dell's Business Decision Making – Examples from Marketing and Sales Operations

Speaker: Jack Chen, Chief Data Scientist at Dell

ABSTRACT:

Dell is a global IT powerhouse with \$60+B annual revenue and footprints over 80+ countries. With vast amount of customer/prospect base and thousands of product lines to promote and sell, how we are able to optimize our marketing budget from 200+ different marketing vehicles to get the highest Return on Investment and deliver marketing communications to target the right customers/prospects with the right vehicles and the right contents at the right time is the most challenge tasks our CMO (Chief Marketing Officer) has to conquer. This talk will provide insights toward how we use statistical machine learning methodologies to select the customers and optimize our marketing budget via marketing mixed and propensity to buy models.

BIO:

Jack Y. Chen is the Chief Data Scientist at Dell specializing in Investment Optimization, Customer Targeting, and CRM related advanced analytics. He works in measuring long-term impacts of difficulty to measure influences such as brand campaigns, customer journey, social media, corporate social responsibility, demand forecasting, and total quality management improvements. He also established propensity modeling functions and designed all the response/churn models and customer life time value analytics in Dell marketing. He is the lead inventor on two patented modeling techniques including an overall investment model, a brand health model, and social media targeting. In his previous roles, he has worked for risk management on both front end origination and back end portfolio management across

consumer, small & medium businesses, and large enterprise. He received his PhD degree in statistics and his MBA in finance from Iowa State University.

This event is open to all and entry is on a first come, first served basis. For any queries email yg73@duke.edu or call 3665 7149.

Hope to see you all!