

Big Data Business Solutions Conference Friday 26 April 2019

Author, Chris Tomlinson

A Data Science Foundation Blog

April 2019

www.datascience.foundation

Copyright 2016 - 2017 Data Science Foundation

Data Science Foundation

Data Science Foundation, Atlantic Business Centre, Atlantic Street, Altrincham, WA14 5NQ
Tel: 0161 926 3670 Email: admin@datascience.foundation Web: www.datascience.foundation
Registered in England and Wales 4th June 2015, Registered Number 9624670

Director and Founder of the Data Science Foundation, Chris Tomlinson, chaired the Big Data Business Solutions Conference Friday 26 April 2019 as part of the AI & Big Data Expo at Olympia, London. The conference sessions were designed to help organisations get the most out of their data projects, allowing them to make informed business decisions and to become data-driven.

Keynote presentations were given by Doug Cutting, Chief Architect of Cloudera on improving levels of trust around the use and management of data. And by Nelson Pereira, Customer Engineering Manager at Google Cloud on the development and use of Intelligent Digital Assistants. Both presentations proved to be popular with all of the seats in the theatre taken and late comers left with standing room only.

Ben Dias, a founder member of the Data Science Foundation and Head of Advanced Analytics and Data Science at Royal Mail gave an excellent presentation on the challenges he faced establishing a data science team at the Royal Mail. The insight into the ups and downs, the successes and challenges he faced was an inspiration for others contemplating embarking on the same journey.

Another highlight of the day was the panel discussion on how to 'Create a Data Driven Culture'. Matthew Sattler, GBM Head of Big Data at HSBC opened the debate with thoughts on how to establish evidence-based decision making as a core part of the digital workplace. This was followed-up by Peter Jackson, Director of Group Data Sciences at Legal & General, with how to define a clear strategy to leverage data whenever and wherever possible to enhance business efficiency and effectiveness. All panellists made valuable contributions to the debate, the session and Q&A could have continued for some time, had the conference schedule allowed.

Peter Jackson has recently had another book published by Wiley, 'Data-Driven Business Transformation' which is receiving excellent reviews.

Superb presentations were given by Simon Martin, Chief Commercial and Data Officer, Mumsnet, Andreas Gertsch Grover, Director of Data Science, Charlotte Tilbury and Sandy Ghuman, Audience Targeting Capabilities Consultant, Sky. These presentations looked at various aspects of leveraging value from data and the challenges facing management in order to make this happen.

Thanks to all speakers and panellists for giving their time and sharing their valuable experience. It was an informative and enjoyable day.

Big Data Business Solutions Conference Friday 26 April 2019

AI & Big Data Expo, Olympia, London

Data Science Foundation

Data Science Foundation, Atlantic Business Centre, Atlantic Street, Altrincham, WA14 5NQ
Tel: 0161 926 3670 Email: admin@datascience.foundation Web: www.datascience.foundation
Registered in England and Wales 4th June 2015, Registered Number 9624670

Agenda

9:30am: Big Data Business Solutions: Chairman's Welcome

- **Chris Tomlinson**, Director, Data Science Foundation

9:50am: Keynote: Responsibility in the Data Age

- **Doug Cutting**, Chief Architect, Cloudera

10:20am Panel: Creating a data-driven culture

- **Moderator: Chris Tomlinson**, Director, Data Science Foundation
- **Peter Jackson**, Director - Group Data Sciences, Legal & General
- **Matthew Sattler**, GBM Head of Big Data, HSBC
- **Steve Caughey**, Director National Innovation Centre for Data (NICD), Newcastle Helix
- **Gordon Coale**, Senior Director - Data and Analytics, Carlson Wagonlit Travel

11:30am: From Zero to Data Science: Lessons Learnt

- **Ben Dias**, Head of Advanced Analytics and Data Science, Royal Mail

12:00pm: Using data to help make Mumsnet be even more useful to parents

- **Simon Martin**, Chief Commercial and Data Officer, Mumsnet

1:30pm Keynote: The emerging of rich customer insights from raw data to Intelligent Customer Assistants

- **Nelson Pereira**, Customer Engineering Manager, Google Cloud

2:00pm: How small steps get you to the promised land of a data-driven company

- **Andreas Gertsch Grover**, Director of Data Science, Charlotte Tilbury

2:30pm: Sky's innovative use of data and technology for audience targeting

- **Sandy Ghuman**, Audience Targeting Capabilities Consultant, Sky

3:00pm: Case Study: Legal & General

- **Peter Jackson**, Director - Group Data Sciences, Legal & General

Data Science Foundation

3:30pm Panel: Data and the customer

- **Moderator David Wells**, Senior Research Manager, European Big Data and AI at IDC
- **Cathal Garvey**, Data Scientist, Scrapinghub
- **Sandy Ghuman**, Audience Targeting Capabilities Consultant, Sky
- **Andreas Gertsch Grover**, Director of Data Science, Charlotte Tilbury

About the Data Science Foundation

The Data Science Foundation is a professional body representing the interests of the Data Science Industry. Its membership consists of suppliers who offer a range of big data analytical and technical services and companies and individuals with an interest in the commercial advantages that can be gained from big data. The organisation aims to raise the profile of this developing industry, to educate people about the benefits of knowledge based decision making and to encourage firms to start using big data techniques.

Contact Data Science Foundation

Email: admin@datascience.foundation
Telephone: 0161 926 3641
Atlantic Business Centre
Atlantic Street
Altrincham
WA14 5NQ
web: www.datascience.foundation

Data Science Foundation

Data Science Foundation, Atlantic Business Centre, Atlantic Street, Altrincham, WA14 5NQ
Tel: 0161 926 3670 Email: admin@datascience.foundation Web: www.datascience.foundation
Registered in England and Wales 4th June 2015, Registered Number 9624670