

SAVE THE DATE!

MID-AMERICA CLUB IT CONNECT  
**MAY 11, 2016**

# **DATA SCIENCE**

## **THE ART OF LEARNING FROM DATA**

**Data Science is an emerging field which allows for the extraction of knowledge and insights from data.**

The data scientist represents the next generation of the business or data analyst, a multidisciplinary role combining computer science and applications, modeling, statistics, and analytics.

Harvard Business Review described Data Science as the "The Sexiest Job of the 21st Century." But what is Data Science really?

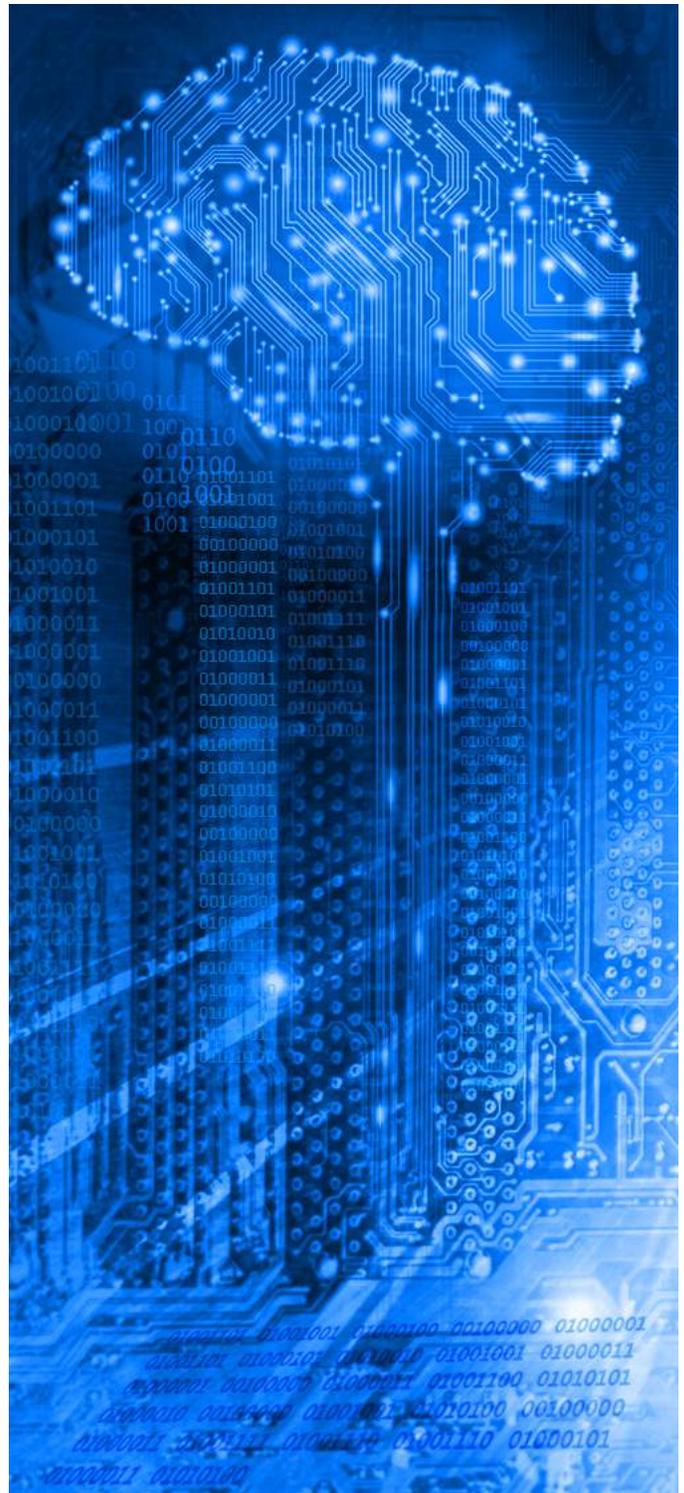
Data Science is evolving, but as a field, it has become as much craft as it is art, pulling threads from multiple, disparate sources to identify and predict emerging trends to create new kinds and applications from the data.

Potential areas include tactical optimization, improving processes at multiple levels of granularity, recommendation engines and decision support, and more.

In this presentation we will talk about the field of Data Science and give real world examples of applying Data Science to extract actionable business insights from massive amounts of data.

From detecting driver's behavior in race cars, to deciphering a 20-year old mystery for the Canadian oil drilling industry, to fraud detection in banks' transactions and more.

**Get Scientific.** Join us at Mid-America IT Connect for our latest presentation. Enjoy not only a presentation from a thought-leader, but spirited Q&A afterwards!



**MAY 11, 2016 5:30 P.M.**

The Mid-America Club on the 80th floor of the Aon building in downtown Chicago

RSVP with the Club at **312-861-1100** or online at **midamclub.com**

Limit **3 guests** per membership. Members must register their guests with the Membership Department.

*Presented by Polymorphic Systems*