



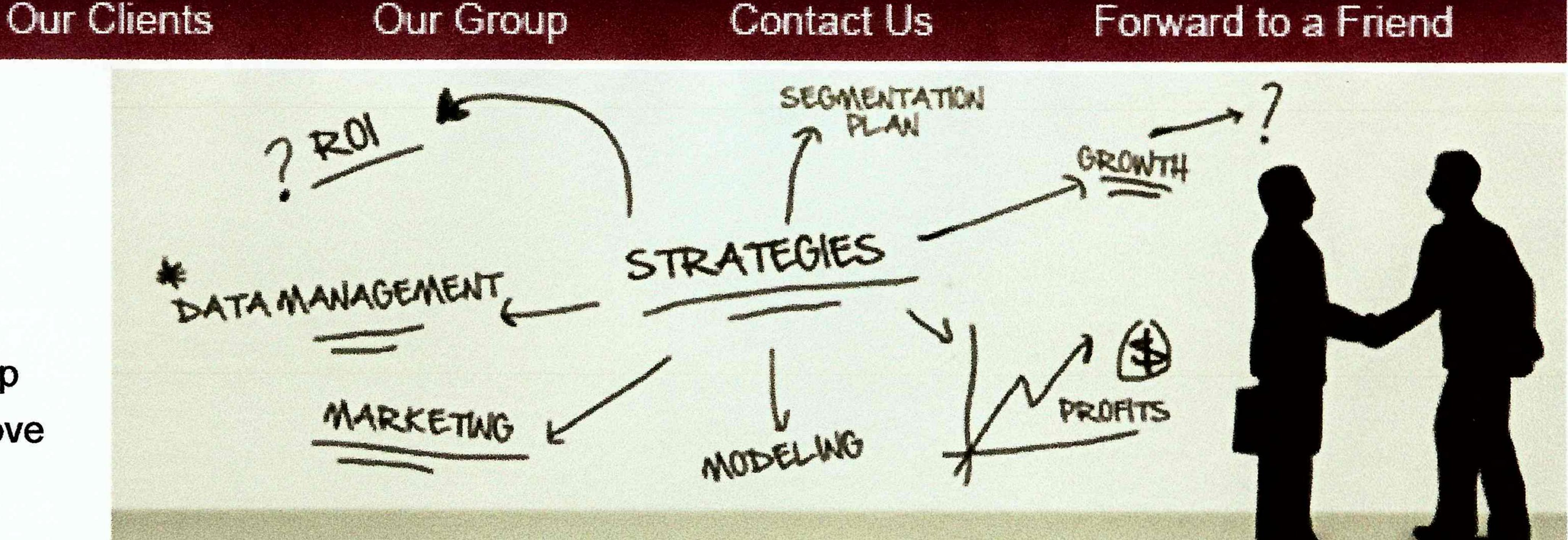
# Knowledge Exchange

Dear Alyssa,

Welcome to Knowledge

Exchange - a source of information and ideas to help you find solutions that improve the effectiveness of your marketing campaigns.

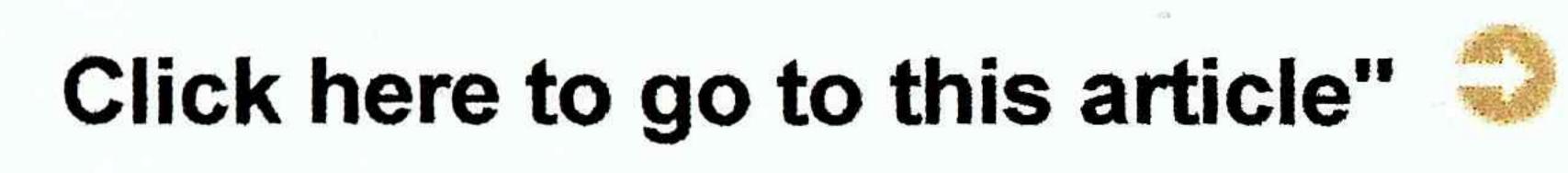
Our Services



#### Featured Article

"Top 3 myths about data science"

Do you know the three top myths about data science? The Jigsaw Academy, a premier online analytics training company, brought together a panel of experts to demystify data science for you.





## Recommended Reading

"At Disney Parks, a Bracelet Meant to Build Loyalty (and Sales)"

In this article, Brook Barnes, the media cover of The New York Times shows how Disney is using bracelets to enhance customer experience and collect information for marketing and loyalty purposes.

Click here to learn more

### News

"The Predictive Analytics World Conference Toronto, March 20-21st"



•Richard Boire will be chairing The Predictive Analytics World (PAW) Conference and speaking about the "Challenges" of Data in Predictive Analytics.

•Larry Filler will also be speaking at The PAW.

Larry and colleague Garry Sarrenvirta,

President of MakePlain Corp., will

demonstrate how a large retail organization

can leverage transactional and customer data

to make more effective marketing decisions.

Learn more about this event here

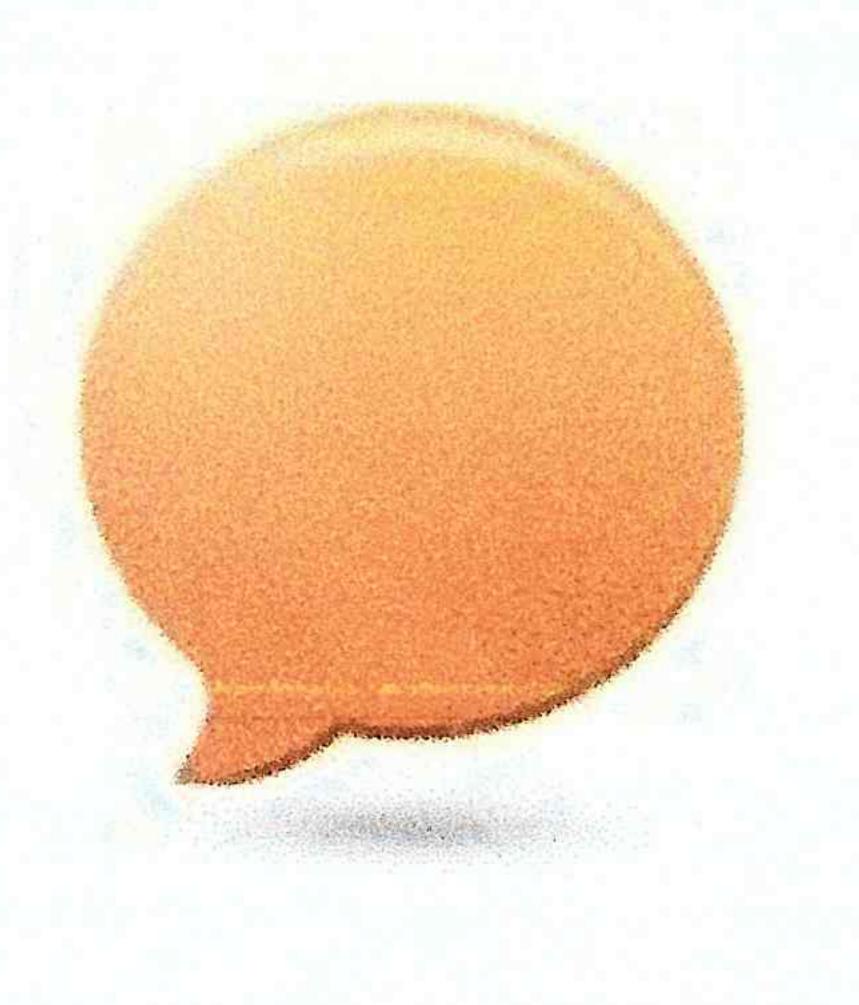
Richard Boire was quoted in two Globe and Mail articles about Predictive Analytics.

Click here to read article 1 Click here to read article 2

## Second Opinions

"Big Data News: \$300,000 minds"

Gil Press in Forbes on-line Magazine reminds us about the importance modern day data miners must place on the value of human judgment in combination with data mining expertise. "Business decisions and data science cannot be automated, and must rely on human judgment and domain expertise."



Click here to read the full version



#### Practioner's Corner

"Math vs. Data: Exploring the Big-Data Buzz"

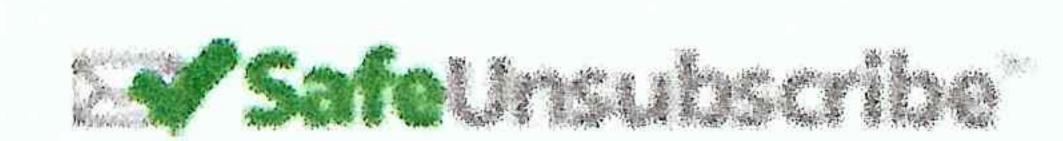
Is big data really the "big new thing" when it comes to the Predictive Analytics practice? Understand the importance of using traditional mathematical techniques to explain behaviours and produce business results.



Click here to learn more



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