Home / Analytics Day - School of Data Science and Analytics

— Spring Analytics Day at KSU —

Friday, April 21, 2023   8:30 a.m. - 1:00 p.m.
3333 Busbee Drive NW, Kennesaw, GA 30144

Kennesaw State University's Analytics Day celebrates undergraduate and graduate analytics students' work. The event features poster presentations of students' analytics research and guest speakers discussing evolving trends in analytics and data science.

Analytics Day provides our students with an opportunity to discuss their analytical work with thought leaders and practitioners from across the region, giving them the opportunity to discuss collaborative projects with local businesses. This event provides organizations with a platform to meet students at all levels who are considering careers in advanced analytics.

This semester's event will be held on Friday, April 21, 2023, on the Kennesaw Campus at the KSU Center, located at 3333 Busbee Drive NW, Kennesaw, GA 30144.

Poster Winners

Undergraduate Students

1st place - Kimberly Gomes - *Logistic Regression: Identifying Factors that Influence the Likelihood of Seeking Evidence-Based PTSD Treatments Among Military Personnel and Civilians*

2nd place - Trinity Johnson - *Live Long and Prosper: An Exploratory Analysis of Life Expectancy Indicators*

3rd Place - Morgan Galloway - *Heart at Rest: Identifying Risk Factors for Cardiovascular Disease*

Graduate Students

Top Ph.D. Poster - Ryan Parker - (2 posters) *Classifying Variable Stars from Stellar Light Curves* & *A Random Graph Algorithm for Modeling Social Networks*

1st place Masters - Lythia Amoakon & Maria Casas - *Housing Market Trends: A Cluster Analysis Study*

2nd place Masters - James Down & Julia Hollis - *The Agony of Delays: A Look at Airline Clusters*

3rd Place Masters - Nate Jones - *Mapping Post-Secondary Transfer Rates*

Agenda

7:30-8:30am: Student Poster Competition Judging (sponsors only)

8:30-10:35am: Student Poster Presentations and Breakfast

10:45am: *"Welcome"*
Dr. Sherrill Hayes, Director, School of Data Science and Analytics, KSU

11:00am: *"So, You Are A Data Scientist, Now What? Understanding the Full Breadth of Career Paths for Analytics Professionals"*
Alex Vayner, Managing Director, Analytics and AI, KPMG

11:30am: *"Analytics at Travelers Insurance: Exploring How Data Sciences are Fundamental to our Business"*
Spencer Carter, Lead Data Scientist - Personal Insurance Research, Travelers
Kevin Weathers, AVP, Actuarial and Analytics - Business Insurance, Travelers

11:40am: *"Data Science from Equifax Powers Our Financial Services Products Across the Globe"*

Christopher Yasko, SVP and Chief Data Scientist, Equifax

12:10pm: *"How Data Analytics are Shaping the Utility of the Future"*
Dr. Frances Boykin, Director, Advanced Analytics, AT&T

12:40pm: *Announcement of Undergraduate Student Poster Presentation Winners*
Tim Jarrell, Vice President, Power Supply, Rates and DER Strategy, Cobb EMC

12:50pm: *Announcement of Graduate Student Poster Presentation Winners*
Kimberly Sorrell, Director, Information Management Office, Southern Company

Keynote Speakers

Alex Vayner

Managing Director, Analytics & AI
KPMG

Alex Vayner is a Managing Director at KPMG, specializing in driving digital transformations and using AI and cognitive technologies to help companies transition into insight-driven enterprises. Part of KPMG's Lighthouse (Data & Analytics CoE), Alex leads data and analytics solutions for Consumer Goods, Retail and Manufacturing sectors.

Alex has spent his entire career in data & analytics, with his last four roles focused on building and running high performance data science teams and capabilities in consulting and corporate environments. Prior to joining KPMG, Alex was a Partner & Americas Data Practice Leader at PA Consulting and Principal in charge of Americas Data Science & AI Practice at Capgemini. He joined Capgemini from Equifax, where he served as VP, Global Data Innovation Leader, building a team responsible for pioneering disruptive data & analytics solutions for clients across all industries. Earlier in his career Alex held several analytics practitioner roles in global management consultancies and public technology companies. Alex earned his bachelor's degree in mathematics from University of Florida and his master's degree in applied mathematics from Georgia Tech.

Christopher Yasko

SVP, Chief Data Scientist
Equifax Inc.

Chris is the Senior Vice President, Chief Data Scientist, and Equifax Fellow leading the global analytics R&D team that is chartered to pioneer disruptive solutions utilizing machine learning and artificial intelligence. Chris and his team are engaging key customers, industry leaders, and academic partners to deliver new insights using big data and advanced mathematical modeling on high performance cloud computing platforms.

Chris has over thirty years of global R&D experience and has successfully built and led R&D teams in USA, France, Scotland, Israel, and India. Chris has earned a Master of Science, Computer and Information Science, University of Florida, and a Bachelor of Science, Electrical Engineering, with Distinction, Worcester Polytechnic Institute.

Dr. Frances Boykin

Director, Advanced Analytics
AT&T

Dr. Boykin has over 30 years of experience within Telecom. She has worked for most of the major Telecoms including Verizon, Nextel, and currently AT&T. Frances has spent 17 years at AT&T working in areas of data including Marketing, Global Supply Chain, and today is Director of Advanced Analytics in Mass Markets focusing on Customer Experience analytics. Through her team CX data is accumulated, analyzed, and leveraged for both traditional analysis and ML/AI projects. Her biggest flex is that she and her team won a recent award at the AT&T Digital Insights DATA-CON.

Dr. Boykin's education includes a Bachelor of Science in Computer Information Systems, an Executive MBA obtained here at KSU, and a Doctor of Business degree from Argosy University. Dr. Boykin spent many years in the education field working as an adjunct professor, most recently at Georgia Piedmont Technical College.

She spent most of her youth moving around the world with her military family and still loves to travel. She has been married over 20 years and has one adult daughter. Besides data her passions include quilting and reading and is currently working on a book all about her life experiences as a woman in technology titled, "Womanly Moves: How to Break into the Tech World, Move up the Ladder & Empower Yourself in a Man's World!".

Featured Speakers

Spencer Carter, Lead Data Scientist - Personal Insurance Research, Travelers

Kevin Weathers, AVP, Actuarial and Analytics - Business Insurance, Travelers

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If you are interested in sponsoring Analytics Day, please contact Bill Franks.

General Information

The School of Data Science and Analytics at Kennesaw State University is a one stop-shop offering general education courses, an undergraduate minor, online certificates, a master's degree, and we have the first PhD in Data Science and Analytics in the US. Industry and government organizations partner with us to find solutions to their data-centric problems through the Center for Data Science and Analytics (CDSA) and the Human Studies Lab, two of the most successful and dynamic research units at the university.

The KSU Center is located just off I-75 in Kennesaw, only one mile from the main campus of Kennesaw State University. The address is 3333 Busbee Drive NW, Kennesaw, GA 30144. There is plenty of free parking.

If you have any questions about Analytics Day, please contact Nicole Ferguson or Cara Reeve.

Results from Past Analytics Days

Fall 2022

[Fall 2021](#)

Contact Info

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Campus Maps

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kennesaw.edu/info

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