

9.00 – 9.15 AM	<p>Welcome Anita Arbogast Executive Director, Centre for Business Analytics Melbourne Business School</p>	<p>Professor Ian Harper AO Dean and Director Melbourne Business School</p>
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9.15 – 9.30 AM	<p>Conference Opening Dr. David Gruen AO Australian Statistician Australian Bureau of Statistics</p>	
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9.30 – 10.00 AM SESSION 1	<p>#RealTalk Ryan Oliver Senior Director, US & Canada TwitterNext</p> <p>A first-of-its-kind perspective looking back at ten years of brand Tweets, commissioning new consumer surveys across 8 markets, and eliciting direct input from thousands of Twitter users around the world to help understand what it takes to be a beloved brand on Twitter (and beyond Twitter) today and tomorrow. #RealTalk provides a new, data-informed look at the foundational questions that inform a brand's identity.</p>	
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10.00 – 10.30 AM SESSION 2	<p>Driving High Performance in Healthcare Systems Using Data Analytics and Technology Professor Christine Kilpatrick AO Chief Executive Officer Royal Melbourne Hospital</p> <p>Healthcare organizations are constantly challenged to increase efficiency costs, improve coordination among internal teams, and enhance patient care and experience. Royal Melbourne Hospital has been using data analytics and digital technologies to transform their operations, drive high performance and further engage consumers in their healthcare.</p>	
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10.30 – 11.00 AM SESSION 3	<p>Using Text for Business Insights Professor Oded Netzer Arthur J. Samberg Professor of Business and Vice Dean of Research Columbia Business School</p> <p>Based on some estimates, 80-95% of all data available to businesses are unstructured including text, image, video and audio data. Specifically, textual data and words are ubiquitous in almost every marketplace interaction from user generated content to company reports, to service interactions and marketing communications. These interactions create a wealth of information. This data source is on the one hand exciting and rich, but on the other hand, by its nature, it is unstructured, difficult to decode and derive insights from. How can business leaders best use such data? Professor Netzer will discuss the opportunities and challenges in converting this wealth of data into insights.</p>	
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MELBOURNE BUSINESS ANALYTICS CONFERENCE

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CONFERENCE AGENDA

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TRACK 1
Thriving Businesses in Times of Rapid Change

TRACK 2
Leveraging AI and Machine Learning for Scale

TRACK 3
Innovations and Applications

11.30 AM –
12.00 PM
SESSION 4

The Megatrends in Health and How We're Responding
David Koczkar
Chief Executive Officer
Medibank

How Medibank is driving the change needed to transform and sustain the Australian health system.

Aston Martin and F1 - Data Makes the Difference
Rakesh Garala
Head of Technology Consulting
Cognizant

The partnership between Aston Martin F1 Team and Cognizant presents a winning combination of racing knowledge and technology expertise. Cognizant's team of experts are fully embedded, working collaboratively as one - from discovery to sprint delivery - to engineer technology, optimise experiences and help Aston Martin make intuitive decisions using data. Come and learn about what makes an F1 team successful and how data is integral to this success.

Future of Work Panel: Unlearning the 9-to-5 Model
Moderator: Anita Arbogast – Executive Director, MBS
Brad Petry – Executive Director, Jobs Victoria
Elyssia Clark – Head of Customer Insights & Strategy, SEEK
Victoria Momsen – Senior Product Manager, Lendlease

In this session panellists represent views from a broad cross-section of technology, government and skills. They will discuss optimising various models for the post-pandemic workplace and share key insights to address the urgent skills shortage and attract and retain talent in the new normal.

12.05 –
12.35 PM
SESSION 5

Digitising Employment Services: How Jobs Victoria is Using Data to Support People into Jobs
Lisa Buckingham
Deputy Secretary – Jobs Victoria
Department of Jobs, Precincts and Regions

In March 2020, Jobs Victoria was tasked by the Victorian Government to put 10,000 people into work during the height of the COVID-19 pandemic. This was followed by a record \$619m investment to increase the scale of employment services to help kick start the economy through the post-COVID recovery stages. This presentation will demonstrate how Jobs Victoria went from a highly manual, small scale service delivery agency to a technology enabled, data rich organisation that uses insights to design, operationalise and adapt its services in an environment that continues to be ever changing and unpredictable.

Empower Next Generation Digital Business Lending with Machine Learning at Scale
Dr. Amy Shi-Nash
Chief Data Scientist
NAB

The Growth of Data Hubs to Solve Industry-Wide Needs
Phil Noble
Founder & Managing Partner
SPP

Glenn King
CEO
Property Exchange Australia (PEXA)

In a world where the collection of data by large organisations continues to grow, significant value is unlocked when this information is shared in a safe & secure way. In particular, government can solve industry-wide market failure by supporting the creation of data-exchanges. Enabling trust in this data, by all stakeholders, is one of the most critical roadblocks to clear. The business model for the creation of the exchange is also critical. SPP will explore the value that data-exchanges bring, by overcoming the barriers to data sharing, putting appropriate governance in place, and realising the value that greater insight can bring. This will be followed by a Q&A session with Glenn King, Group MD and CEO of PEXA, who will examine the successful establishment of the PEXA Exchange, as well as his recent experience in innovating new ways to share data at SNSW.

1.35 –
2.05 PM
SESSION 6

Building Supply Chain Resilience for Australian Businesses Through Analytics
Professor Yalçın Akçay
Director, Centre for Business Analytics & Associate Dean, Business Analytics, Melbourne Business School

As glaringly exposed by the 2020 Coronavirus pandemic, supply chains are getting increasingly complex and fragile. Resiliency requires continuously monitoring the supply chain for disruptions, tracking inventories over the entire supply network, and assessing upstream suppliers and downstream customers to evaluate overall risk and impact. Achieving these is no easy feat and can only be enabled by fully embracing digital technologies and data analytics, which allow the supply chain to be connected, visible, integrated, intelligent and agile.

How to Build an Adaptable Data Architecture for Resilience & to Drive Innovation
Felix Liao
Director of Product Management, APAC
Denodo

COVID has highlighted the need for organizations to be agile and adaptable to thrive in highly unpredictable environments. With most modern organisations being insight led and data driven, this means having an adaptable data architecture is critical to offer the needed agility and flexibility in these uncertain times. This presentation will discuss the drivers leading to the need for adaptability and offer 3 key take-aways that will help organisations become more adaptable and accelerate data driven innovations.

Beyond the Digital Twin – Harnessing Data Analytics and AI to Drive Rapid Product Development in a Disrupted World
Amanda Holt
Chief Executive Officer
SYPAQ

Prototype warfare and algorithmic warfare are emerging military domains, recognising the rate of change of technologies, adaptive countermeasures and the rapid insertion of disruptive technologies into the operational environment. SYPAQ is a recognised innovator in the delivery of autonomous systems, modelling and simulation and applied artificial intelligence systems to respond to these dynamic military operational environments, and Amanda will share some of the concepts SYPAQ has applied, and the lessons learned, from applying a rapid prototyping mindset to the development of military capability.
[Read more...](#)

	TRACK 1 Thriving Businesses in Times of Rapid Change	TRACK 2 Leveraging AI and Machine Learning for Scale	TRACK 3 Innovations and Applications
2.10 – 2.40 PM SESSION 7	<p>Lighting the Way to Hyperscale L'Oréal's Value from Analytics Christelle Young Chief Strategy & Analytics Officer South Asia Pacific, Middle East & North Africa L'Oréal</p> <p>The light bulb was not created through the continual development of a candle. In a similar way, how does an organisation find its unique hinge point to make a quantum leap in analytics to drive organisation-wide, lasting value? This talk discusses how L'Oréal, the #1 global beauty tech company, made that quantum leap in data knowledge to scale global organisational value. Specific organisational use case(s) coupled with a simple framework will highlight the lessons unlearned, learned and relearned, along with the scaling methodology deployed to add exponential value for L'Oréal.</p>	<p>Bringing Product Thinking to a Platform Build: The Genesis, Growth and Adoption of Xero's Analytical Data Environment (XADE) Dr. Kendra Vant Executive General Manager, Data Xero</p> <p>Putting usable data into the hands of hundreds of Xeros with varied needs and skill levels in a safe, performant and cost-effective way.</p>	<p>The Best Decision – Why Wasn't it Yours? Dr. Evan Shellshear Head of Analytics Biarri</p> <p>This talk will explore how analytical tools are sometimes wildly successful in facilitating better decisions but also sometimes wildly unsuccessful. We may build perfectly designed, sophisticated analytical tools that promise significant impact but then may still fail to deliver the desired outcome. Why is this? Come and learn from some front-line optimisation stories and discover what we've learnt from delivering over 100 such projects.</p>
2.45 – 3.15 PM SESSION 8	<p>Getting People into their Property on Time – Using Data to Improve Settlement Certainty for Homeowners Marielle Yeoh Chief Financial Services, Marketing & Corporate Affairs Officer Property Exchange Australia (PEXA)</p> <p>PEXA plays an important role in helping more than 20,000 families settle their home every week. To help more people get into their property on time, PEXA proactively collaborates with industry to continually learn and unlearn processes based on real-time data and insights.</p>	<p>Becoming an AI Company: CommBank AI Transformation Journey Dr. Oliver Fleming Dan Jermyn SVP, Strategic Transformation Chief Decision Scientist H2O.ai Commonwealth Bank</p> <p>Artificial intelligence is becoming, and will continue to be, more pervasive in business and society. As the market leader in AI platforms, H2O.ai partners deeply with our customers to make them AI-first, and transform their data, assets, and people to be pioneers in their applied AI. In this talk, we will share how our customer Commonwealth Bank of Australia has built AI into the fabric of day-to-day problem solving and monetized it through intelligent products. We will cover the practical use cases, common challenges and best practices in the AI transformation journey.</p>	<p>Retail Panel: How can Retail Build Resilient Business Models in a Time of Disruption? Moderator: Jane Eastgate – Head of Analytics Delivery (Bunnings) Jessica Richmond – GM Marketing, Data & Insights, Officeworks Toon Franck – Business Intelligence Lead, Adore Beauty Ben Nyhof – Head of Strategy & Analytics Transformation, Woolworths</p> <p>Disruption are events that are unexpected and out of our control. Like many industries, Australian retail is complex. The panellists with us today represent some of the biggest retailers in Australia, are open online 24/7, have extensive and varied physical store networks numbering in the hundreds, team members numbering in the tens of thousands and an offering that means sourcing and moving items from the far corners of the globe.</p>
3.15 – 3.45 PM AFTERNOON TEA			
3.45 – 4.15 PM SESSION 9	<p>Connected CX: The Power of Coupling Data with Experience Dr. Catherine Lopes Chief Data & Analytics Officer, ANZ Merkle Australia</p> <p>In today's experience economy, brands win or lose based on their ability to support connected customer experiences (CX) - delivering personalised, contextual experiences at the scale and speed customers expect. Despite increasing investments in technologies that empower personalisation, many brands have now hit a wall, unable to activate their customer data in real time, both up and down their CX tech stack and across the entire enterprise. Multiple barriers stand in the way: foundational roadblocks, including siloed data and disconnected systems, as well as emerging pitfalls such as new big-tech restrictions and the post-pandemic explosion of hybrid customer journeys. To break through, brands need a new approach to develop Connected CX, one that couples data with experience - allowing them to orchestrate business, people, process, and technology leaders in a more holistic and elastic solution. The new approach will ensure organisations deliver hyper-personalised experiences to customers and prospects and help their business to unlock growth.</p>	<p>Fair and Faster Hiring with Conversational AI Dr. Buddhi Jayatilleke Chief Data Scientist Sapia.ai</p> <p>AI technology can seem scary. But, when explained and held to a strict code of ethics, AI is fair, unbiased, and an ideal companion to human decision makers. Especially in the domain of hiring where unconscious human biases and inefficiencies are known challenges, an ethical AI solution can help organisations secure the best talent. This talk outlines how automated structured interviews scored by AI can dramatically increase the efficiency, fairness, insights and candidate satisfaction of the applicant screening process.</p>	<p>Driving Sustainability with Analytics Professor Glenn Hoetker Director, Centre for Sustainability and Business Semra Barutchu Head of Engineering Services (Asia), Infosys</p> <p>This conversation between Semra Barutchu of Infosys and Professor Glenn Hoetker of Melbourne Business School's Centre for Sustainability and Business will explore how data analytics empowered Infosys's sustainability efforts within its own operations and along its value chain. Learn how new technologies from sensors and cloud computing can come together to provide real time insights and improve sustainability and strategic outcomes.</p>

TRACK 1

Thriving Businesses in Times of Rapid Change

4.20 –
4.50 PM
SESSION 10

Scaling the Amazon Marketplace – Scaling for the Tail Inspired by Anecdotes and Powered by Big Data Algorithms

Peter Sauerborn

Non-Executive Director, Trade Me
Former GM – Amazon Marketplace

With the explosion of data and automation, all businesses need to unlearn old ways and embrace new ways of doing business to be successful. From his experiences building and scaling digital businesses, Pete has had a front row seat to learn how technology and data are changing the way we work. The presentation will emphasize how Amazon leverages data and business process automation to scale the Amazon Marketplace to over \$200B in revenue. The audience will learn about scaling with big data and algorithms including the successes, failures, and risks ahead. The audience will come away with insights that are actionable for every business and every function.

4.50 –
5.35 PM
SESSION 11

Inaugural 2022 Practice Prize: Finalist Presentations And Awards Ceremony

The winning submission will be awarded prize money of \$10,000 AUD

NAB - Proactive Analytics: Fast Find and Fix based Customer Resolution

Suncorp - Geospatial Technology Introduced in Industry First

Taylor Fry - Measurement and experimentation for Qantas's marketing Next Best Action engine

University of Sydney - A Machine Learning Attack on Illegal Trading

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5.35 – 6.30 PM | NETWORKING EVENT