UW CENTER FOR
PATTERN ANALYSIS AND MACHINE INTELLIGENCE
INVITED SEMINAR SERIES

Big Data & Data Science in User Analytics & Mobile Customer Intelligence

Speaker: Jamil Abou Saleh, Data scientist at Kontagent

Date: October 10, 2013

Time: 4:00 pm – 5:00 pm

Place: EIT-3142 Refreshments will be served

Abstract :

With the terabytes of data that is generated by most applications nowadays, capturing, storing, analyzing, and visualizing the data becomes a challenge. The massive available data when used effectively allows correlations to be found, predictions to be made, to provide further insights to businesses and customers. User analytics at Kontagent give insights beyond analytics to acquire, engage and monetize mobile customers, by capturing data points across the full customer lifecycle and presenting it in an intuitive interface that empowers the business to make smart decisions. Data science, machine learning, and statistical analysis, play an instrumental role in predictive user analytics, to provide services that go beyond metrics. Predicting the lifetime value of a user, learning user's taste to identify their top personalized recommendations, detecting fraud and anomalies through detecting small and sensitive changes in the user behavior, and predicting if a user is at risk of leaving and never returning, allow businesses to better target their users, optimizing for increased monetization. All that in addition to other work that examine sequences of messages for time-varying patterns and correlations between e.g. user engagement and monetization that provides algorithms for targeting users at the time of their optimal value.

Biography:

Jamil Abou Saleh is a data scientist at Kontagent. He received his PhD from the University of Waterloo, CPAMI, in 2012, focusing on the areas of cognitive robotics, natural human-machine interaction, and autonomous and intelligent systems. His current research interests within Kontagent's data science team include the areas of big data and user analytics, using the vast amount of data collected by Kontagent for its customers, to apply machine learning and statistical analysis to provide insights that goes beyond metrics. On the data science team, research focus has been centered on the areas of prediction of customer lifetime value, early identification of paying customers, anomaly and churn detection, fraud detection, recommendation systems, device fingerprinting, user targeting, app success prediction based on early metrics, and more that go beyond the typical data analysis.

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