Innovation Symposium to say Advanced Analytics sector should share knowledge to push sector forward

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A new â€œInnovation Symposiumâ€• to be held in London at the end of April offers companies active in the advanced analytics sector the opportunity to contribute shared knowledge that will help push the sector forward for the benefit of all. Thatâ€™s the message from Dr Leigh Morris, managing director of Bonamy Finch and chairman of the MRS Advanced Analytics Network, which was established last year to help identify, develop and disseminate research industry best practice in the general area of advanced analytics.

Â â€œUnderstandably as commercial entities when we develop new methodology that we perceive will give us a competitive advantage we do all we can to keep it to ourselves,â€• explains Morris. â€œBut that is short-sighted. When staff move from agency to agency, these methodologies move with them and when clients appoint new agencies, they will explain what has worked for them previously. It will be far more constructive and mutually beneficial if as a sector we were to adopt a more open source approach to our best techniques and drive best practice in advanced analytics.â€•

The â€œInnovation Symposiumâ€•, which will be the networkâ€™s inaugural event, will see a range of speakers present four sh papers that each demonstrate an innovative application or development of multivariate analytical techniques (shown specifically in relation to research data).

Â The themes of the presentations are:

- Applying Bayesian analysis to model main and interaction effects in drivers of customer satisfaction:Adele Gritten, LRW Europe and Mick McWilliams, Marketing Sciences
- Exploring Real-time Experience Brand Tracking data using linear mixed effects regression:Shane Baxendale, Cranfield School of Management and Fiona Blades, MESH
- Â Using a portfolio of techniques (including choice-based conjoint) to improve accuracy in product volume estimation within markets with changing price scenarios:Soumya Mukhopadhyay and Sreeram Sreenivasan
- Using regression modelling on multiple source data to generate â€œspace elasticity curvesâ€• â€“ to help show retailers how t maximise sales from their store space:Kalle Backlund, Nepa UK

Â Further information on the symposium is available here:

http://MRS.informz.net/z/cjUucD9taT00MTkwMDI2JnA9MSZ1PTc3NTEyNDg1NSZsaT0yNjAzNTE0MQ/index.html