



WOMEN IN DATA SCIENCE

WEST LAFAYETTE

@ PURDUE UNIVERSITY

8:00	BREAKFAST AND REGISTRATION East and West Faculty Lounges		
9:00 - 9:15	WELCOME & OPENING REMARKS Beth McNeil: Dean of Libraries and School of Information Studies	11:45 - 12:00	TALK 5 From Training Dogs to Training Data - Data Science Research Opportunities at the Purdue College of Veterinary Medicine Hsin-Yi Weng: Associate Professor of Clinical/Analytical Epidemiology
9:15 - 10:15	KEYNOTE Elizabeth Conzo-Kershner; Sr. Director of Insights & Advanced Analytics at Delta Faucet Company	12:00 - 1:00	LUNCH Live Stream Update from Stanford WiDS and announcement of WiDS Datathon winners East and West Faculty Lounges
10:15 - 10:25	COFFEE BREAK East and West Faculty Lounges		
10:25 - 10:40	TALK 1 Data Science in Agiculture: Sustainable Cropping Systems and Agricultural Informatics Ankita Raturi: Assistant Professor Of Ag & Bio Engineer	1:00 - 2:00	PANEL DISCUSSION Women in Data Science: A Conversation with Industry Leaders 4-Person Panel: Elizabeth Conzo-Kershner , Sr. Director of Insights & Advanced Analytics at Delta Faucet Company; Norma Estela Palomino , Director of Advanced Analytics at Cummins, Inc.; Robyn Levine , Data Scientist at Duke Energy; and Fatiha Anouar at Cummins, Inc. with moderator Jane Yacilla , Associate Professor of Library Science
10:45 - 11:00	TALK 2 How Do You Catch a Cloud and Pin It Down? Quantifying Human and Social Constructs That Are Not Directly Measureable Sharon Christ: Associate Professor of Human Development & Family Studies / Department of Statistics	2:15 - 4:00	BREAKOUT SESSIONS See reverse side for break out sessions
11:05 - 11:20	TALK 3 Impacts of Big Data on Healthcare Professionals Alissa Russ-Jara: Assistant Professor of Pharmacy Practice		
11:25 - 11:40	TALK 4 Visual Data Analytics: A Signal Processing Perspective Maggie Zhu: Assistant Professor of Electrical and Computer Engineering	4:00 - 4:30	CLOSING SESSION PMU EAST FACULTY LOUNGE Data, Technology, and the Pursuit of Happiness: the compromise between privacy and customized product experiences with Norma Estela Palomino, Director of Advanced Analytics at Cummins, Inc.
		4:30 - 5:00	Applied Data Science as a Data Product Fatiha Anouar, Chief Data Scientist at Cummins, Inc.

BREAKOUT SESSIONS

2:15 – 3:00		<p>Applications of Sensor Data in Marketing with Ting Zhu: Associate Professor of Management</p>	Stewart Center 307
2:15 – 4:00		<p>Data Science in Engineering Education and Practice with Carla Zoltowski, Assistant Professor of Engineering Practice in Electrical & Computer Engineering</p>	Stewart Center 213
		<p>Data Visualization Essentials: Choosing the Right Graph for Your Data with Sarah Huber and Wei Zakahrov, Assistant Professors of Library Science</p>	Stewart Center 204
2:30 – 3:30		<p>Visualizing Data with Tableau with staff from the Business Intelligence Competency Center co-hosting with the Institutional Data Analytics + Assessment (IDA+A)</p>	Stanley Coulter 231
		<p>To Catch A Predator: Analyzing Chats with Minors with Kathryn Seigfried-Spellar, Associate Professor in the Department of Computer and Information Technology</p>	Purdue Memorial Union East Faculty Lounge
3:15 – 4:00		<p>Doing Data Different: On Analyzing Small Data with Faith Day: CLR Postdoctoral Fellow in African American Data Curation</p>	Stewart Center 307
		<p>Data Science and the Customer Experience with Norma Estela Palomino, Director of Advanced Analytics at Cummins, Inc.</p>	Stewart Center 213