

Analytics treasure hunt

Somewhere in the United States, a \$100 prize is hidden, but only sharp readers of *Analytics* magazine can figure out where it is.

In the July/August 2012 issue of *Analytics*, John Toczek, author of the "Thinking Analytically" column, posed a series of five operations research-oriented puzzles that, when properly solved, would reveal the coordinates of the prize ("The 2012 *Analytics* Treasure Hunt").

Within a week of the online posting of the issue, Toczek reports he heard from hundreds of analysts/treasure seekers from throughout the U.S. and around the world, including Sweden, Denmark and Turkey. Toczek, a manager of decision support and analytics for ARAMARK Corporation, further reports that since the challenge was posted, his Website traffic has doubled, yet as of July 16 and despite the intense, worldwide interest, no one had claimed the prize.

Toczek created the Analytics Treasure Hunt with the intention of raising awareness for analytics and operations research and to attract new people to the field. "I'm very excited and pleased at the response we've gotten so far," Toczek says. "The level of interest reflects the strong engagement of the analytics community."

[Click here](#) to get in on the fun. Updates will be posted at www.puzzlor.com.

— Peter Horner, editor, *Analytics Magazine*



Big Data, accelerated R&D drive growth in business analytics market

In 2011 the business analytics market extended its post-2009 recovery with another stellar performance by growing worldwide revenues 14.1 percent year over year. International Data Corporation (IDC) forecasts that it will continue to grow at a 9.8 percent compound annual growth rate (CAGR) through 2016 to reach \$50.7 billion. Helping to drive this growth is media attention focused on Big Data, putting broader business analytics on the agenda of more senior executives. [Read more.](#)

Gartner: Top priority skills for IT asset management leaders

The evolving and growing role of IT asset management (ITAM) is driving both increased demand for existing skills and a new requirement for augmented financial, commercial and legal skills, according to Gartner, Inc. Gartner has identified six skills that are considered priority skills for ITAM leaders. Communication skills are the top priority, including the ability to negotiate organizational politics, followed by analytical (technical) skills needed to interpret the data and provide reporting to stakeholders and administrative skills. [Read more.](#)

Women right at home in analytics

A blogger named "Amy" on the Data Science Central [Webpage](#) recently asked readers if they could name 10 famous data scientists who were women. Amy says she wants to write an article about female data scientists, but all the articles she reads regarding "top data scientists" are all about men. The fact is, women are fairly well represented in data science and all corners of the analytics world, and their numbers continue to rise. *Analytics* magazine, for example, has benefited from the contributions of many women over the years, including Margit Zwemer, a data scientist at Kaggle, who wrote the July/August cover story on "Competitive Crowdsourcing."



Margit Zwemer

One of the first names put out there in answer to Amy's blog was Piyanka Jain, founder, president and CEO of an analytics training company called [Aryng](#). Jain appears on the cover of the July/August issue of *Analytics* magazine as the author of the issue's Executive Edge column. In the column, Jain discusses a handful of misconceptions about predictive analytics, including this gem: "Predictive analytics does not produce perfect predictions."



Piyanka Jain

To read Margit's cover story and Piyanka's column, as well as the rest of the issue, [click here](#).

IBM names SmartCamp Boston winners

IBM named SkyFoundry and StreetLight Data the winners of SmartCamp Boston, a global competition for startup companies. The two startups are part of a growing group of entrepreneurs using business analytics and big data technology to drive innovation in a variety of industries including retail, transportation and buildings and energy. [Read more.](#)

Oracle report: 'Big Data, Bigger Opportunities'

Oracle recently announced the results of its "Big Data, Bigger Opportunities: Plans and Preparedness for the Data Deluge" research report, which surveyed 151 North American senior-level executives at utilities with smart meter programs in place to gauge perceptions on the business impact of "big data," preparedness to handle data growth and plans to extract optimal business value from this data to better target, engage with and serve customers. [Read more.](#)

The future of Web analytics

According to a recent report by Global Industry Analysts Inc., the future of Web analytics solutions depends not only on the level of recognition achieved by the effectiveness of the tool, it would also to a large extent depend on the role played by the tool in quantifying digital advertisement deployments and the ad spend on the Web. However, the real value of analytics is expected to be realized only when the data is interpreted effectively and is used in the formulation of effective strategies for Websites. [Read more.](#)

Industry News

- [SAS analytics platform fights fraud, security issues](#)
- [SIMUL8 Corporation announces new CEO](#)
- [Paragon introduces AIMMS Pro Platform](#)
- [Kelley Blue Book ups its analytics intelligence](#)

Recent Job Postings

[University of Rochester, Simon Graduate School of Business](#) – Tenure-track Candidates with research interests in Operations Management and/or Economics of Information Systems – (Rochester, NY) – (July 10, 2012)

[Digi-Key Corporation](#) – Marketing Research Analyst – (Thief River Falls, MN) – (June 28, 2012)

[Babson College](#) – Assistant Professor, Statistics/Analytics – (Babson Park, MA) – (June 22, 2012)

[FedEx Ground](#) – Operations Research & Analysis Engineer III – (Pittsburgh, PA) – (June 14, 2012)

[More Employment Opportunities...](#)

[Post Employment Ads...](#)

Sponsored by Angoss Software Corporation

Big Data & Predictive Analytics

The volume and variety of data is rapidly increasing. As a result, big data analytics has become a hot topic.

The use of big data is becoming a key basis of competition and growth for companies. And companies that compete with analytics are seeking new technologies to advance their strategic objectives. Watch this [video series](#) sponsored by Angoss Software to learn of recent industry research and information your organization needs to formulate effective big data strategies.

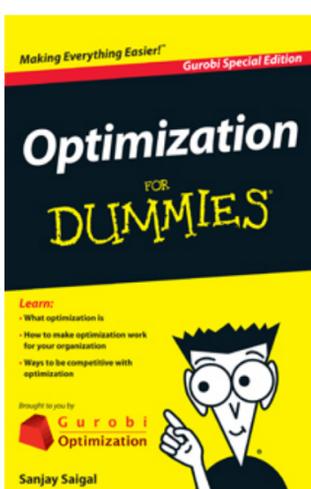


Free booklet from Gurobi Optimization

Optimization for Dummies

Help those around you get a better understanding of what optimization is, identify opportunities to apply it in your organization, and learn best practices to successfully use it.

- Understand optimization** — what it is, how it works, and how to speak its language
- Get up to speed on best practices** — learn from real-world optimization wins
- Identify opportunities in your organization** — recognize where optimization works best
- Improve your procurement process** — know the pros and cons of the build-versus-buy decision
- Support your IT team** — know the major trade-offs of architecture choices



[Click here for your FREE copy of Optimization for Dummies](#)

Frontline Solvers

GAMS

A better way to the best decision

Solver.com

Disney Analytics & Optimization Summit

August 30-31, 2012
Big Data, Big Decisions, Big Opportunities...
LEARN MORE

AnyLogic 6

Multi-Method Simulation Modeling Tool

We Work With SuperModels

- DISCRETE EVENT MODELING
- SYSTEM DYNAMICS
- AGENT BASED

Download Free Trial

Simulation Software

www.xjtek.com

PROVEN PERFORMANCE LEADER

Faster times to feasibility and optimality

GUROBI OPTIMIZATION

Learn more at www.gurobi.com

FORESIGHT

THE INTERNATIONAL JOURNAL OF APPLIED FORECASTING

Foresight. Do you have it? Do you want it? Get it here.

Try an issue!

At the forefront of business intelligence

EARN YOUR MASTER OF SCIENCE IN PREDICTIVE ANALYTICS COMPLETELY ONLINE

NORTHWESTERN UNIVERSITY

SCHOOL OF CONTINUING STUDIES

NORTHWESTERN UNIVERSITY SCHOOL OF CONTINUING STUDIES

Turning analytics into competitive advantage.

A FREE monthly newsletter exploring the challenges of the data-driven world.

SUBSCRIBE FREE

Join the Community for inside information.

SECTION ON ANALYTICS

Upcoming Analytics Conferences

- [Disney Analytics & Optimization Summit 2012](#), Aug. 30-31, Lake Buena Vista, FL
- [Big Data Innovation](#), Sept. 13-14, Boston, MA
- [Social Media & Web Analytics Innovation](#), Sept. 13-14, Boston, MA
- [Predictive Analytics World for Government](#), Sept. 17-18, Washington, DC
- [Sports Analytics Innovation Summit](#), Sept. 20-21, San Francisco
- [INFORMS 2012 Annual Meeting](#), Oct. 14-17, 2012, Phoenix, AZ
- [Predictive Analytics Innovation Summit](#), Oct. 17-18, Dublin, Ireland
- [Big Data Innovation](#), Oct. 17-18, Dublin, Ireland

Other *Analytics* links: [Home Page](#) | [Subscriptions](#) | [Contact Us](#)

For information on advertising in the *Analytics* e-Newsletter contact Sharon Baker at sharon.baker@mail.informs.org.

You have received this e-mail newsletter because you filled out either the *Analytics* e-Newsletter or digital edition subscription form. If this e-mail newsletter was forwarded to you and you wish to subscribe to subsequent issues, [click here to go to the sign-up form](#).

If you wish to opt-out of receiving future e-mails from analytics-magazine.org, please click the "unsubscribe" link found at the very bottom of this e-mail. You may also opt-out by sending an e-mail to patton.mcginley@mail.informs.org. Be sure to use the address this e-mail newsletter was sent to.

PLEASE DO NOT REPLY TO THIS EMAIL.

Press releases, product announcements and other information relevant to analytics should be sent to peter.horner@mail.informs.org.

Analytics, ©2012 by the [Institute for Operations Research and the Management Sciences](#), the largest membership society in the world dedicated to supporting the analytics profession. [Join INFORMS](#). All rights reserved. 7240 Parkway Drive, Suite 300, Hanover, MD 21076 USA | Phone: +1-443-757-3500 | 800-4INFORMS (800-446-3676) | Fax: 443-757-3515 | www.informs.org/