

Money changes everything ... or does it?

Can money buy the presidency? Based on their unprecedented fundraising efforts, the Obama and Romney campaigns and the Super PACs that support them apparently think so. Combined, the campaigns are expected to raise and spend about \$3 billion trying to elect their respective candidate, which raises a question: Is all that money being optimally spent?

No, we're not debating whether the country would be better off if the \$3 billion was spent feeding the hungry, improving the nation's infrastructure, building a few hundred F-35 fighter jets, finding a cure for cancer or sending every man, woman and child in the country a check for \$1,000. The money was raised with a specific purpose in mind: returning a democrat or putting a republican in the White House. Most of the money will be spent on a blizzard of TV ads in swing states (our sympathies to anyone who lives in Florida, Ohio, Wisconsin, etc. and watches TV) and to support the respective campaigns' massive election staffs and activities.

According to quantitative historian Allan Lichtman, a professor at George Washington University who has correctly predicted which candidate would receive the largest popular vote in every U.S. presidential election since 1984 — usually months or even a year in advance of the election — the key to the election is not money, it's, well, yes or no answers to "13 keys," such as "the economy is not in recession during the campaign." Based on his 13 keys, Lichtman predicted a year ago that Obama would be re-elected.

Will Lichtman's streak continue in this money mania cycle? Remember, Lichtman is talking national vote totals, not the electorate college results (which skews everything and explains why all that campaign money is buying TV time in the Toledo market)? For answers, be sure to read the upcoming September/October issue of [Analytics magazine](#).

— Peter Horner, editor, *Analytics Magazine*

'Optimize 2012' survey indicates swing voters prefer women for VP picks

Speaking of the presidential election, and not that it would have changed the decisions of the top two presidential candidates, but a new survey based on evolutionary algorithms shows that Condoleezza Rice and Hillary Clinton would have made strong running mates for Romney and Obama, respectively. [Read more](#).

INFORMS announces job task analysis that forms basis of analytics certification

The analytics industry's first general analytics certification will be offered twice in 2013 — at the INFORMS Conference on Business Analytics and O.R., April 7-9 in San Antonio, Texas, and at INFORMS Annual Meeting, Oct. 6-9 in Minneapolis. To form the basis of the 100-question exam, INFORMS has announced details of the job task analysis (JTA) — a delineation of common tasks performed and knowledge applied by analytics professionals on the job. JTA was developed by an INFORMS panel of subject matter experts in practice and academia. [Read more](#)

IBM, CDC and PHDSC collaborate on real-time reporting of public health cases

IBM scientists are collaborating with the Centers for Disease Control and Prevention (CDC) and the Public Health Data Standards Consortium (PHDSC) to further standardize the exchange and use of public health information to improve healthcare quality and coordination of care. [Read more](#).

Innovation in Analytics Award

Booz Allen Hamilton and IBM, the top two finishers in the inaugural 2011-2012 Innovation in Analytics Award sponsored by the [Analytics Section of INFORMS](#), will give a reprise of their award-winning presentations at the [2012 INFORMS Annual Meeting](#) in Phoenix, Ariz., this fall. The presentations will be made Oct. 16 as part of the conference's Analytics Track. Get a jump on others by becoming a member of INFORMS Analytics Section and [reviewing their slides](#). Booz Allen Hamilton will describe its award-winning application on immigrations and customs enforcement, while IBM will present its work on scheduling software maintenance teams. [Read more](#).

Ex-Harvey Mudders find analytics treasure

The team of Seneca Harberger (nom de blog "Shepard Wallace") and Madineh Sarvestani was the first to find the \$100 prize (hey, they do it for the ciphering, not the money) in the 2012 Analytics Treasure Hunt by solving a series of five analytical puzzles which, when put together in the right order, revealed the coordinates for the hidden "treasure." [Read more](#).

TMA offers 'Data Analysis Boot Camp' for analysts and managers

The Modeling Agency (TMA), a data analytics training, consulting and solutions company, recently announced the expansion of its predictive analytics and data mining course curriculum with a new production entitled the "Data Analysis Boot Camp." [Read more](#).

SAS, LSU launch analytics master's degree

Big data represents unprecedented opportunities for companies. Yet analysts — "data scientists" who extract useful information from data — remain in short supply. Having used SAS Analytics in teaching and research for more than 30 years, Louisiana State University is now collaborating with SAS to launch a Master of Science in Analytics (MSA) to meet the growing demand for analytics professionals. [Read more](#).

Survey: Huge gap between IT pros and BI users

When it comes to how information technology professionals view users of business intelligence (BI), most think users have little knowledge of BI projects, often don't know what they want from BI, are unschooled on BI technology and practices, yet tend to be very adamant about their BI needs, according to a recent survey by LogiXML, a pioneer of Web-based BI software. [Read more](#).

For Analytics Section of INFORMS members only

[Call for nominations, volunteers for Analytics Section of INFORMS](#)

Industry News

- [L'Oréal USA analyzes real time social media data](#)
- [Kimberly-Clark Professional supports sales effectiveness](#)
- [Psychometrics and test delivery supported with analytics](#)

Recent Job Postings

[University of Maryland](#) – Faculty Position in Decision, Operations and Information Technologies – (College Park, MD)

[Princess Cruises](#) – Operations Research Analyst – (Santa Clarita, CA) – (August 20, 2012)

[Predictix, LLC](#) – Senior Scientist – (Atlanta, GA) – (August 14, 2012)

[CBS Interactive](#) – Business Intelligence and Data Analyst (9426BR) – (San Francisco, CA) – (August 1, 2012)

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Predictive Analytics Innovation, October 18 & 19, 2012, Dublin

The Predictive Analytics Innovation Summit brings leaders and innovators from the industry together for an event acclaimed for its interactive format. With businesses having access to more data than ever before, the challenge remains to identify patterns in this data. Investment into Predictive Analytics gives organizations the opportunity to gain insight and offer a crucial advantage over competitors. With keynote presentations and interactive workshops, this event will provide an opportunity to gain a deeper understanding of how Data Analytics can drive business success in a collaborative setting, allowing you to share insights and opinions with your peers.

For more information go to: <http://analytics.theiegroup.com/pa-dublin>

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



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