

Title: Data science applications for economics and business administration

Abstract: With the recent great expansion in data generation and the growing importance of exploring the knowledge contained in these data, Data Science techniques have been applied to problems from several areas. Two of the areas that has benefitted most from data science are economics and business administration. These areas have to deal with large amounts of data and need efficient tools for decision making support. Many companies are using data science techniques to deal with the challenges due to this large amount of data. Large companies, like Amazon, Apple, Disney, Facebook, Google and Microsoft created are hiring data science specialists to work in this area. This talk will show how the amount of data has grown in the last years and discuss how data science techniques can be used to provide these tools. For such, it will mention, step by step, what data science can do to solve problems in these areas. Examples will be shown for real problems, including credit analysis, fraud detection, house market and human resources.

Short Bio: André C. P. L. F. de Carvalho is Full Professor in the department of Computer Sciences, University of São Paulo, Brazil. He was Associate Professor in the University of Guelph, Canada. He was visiting researcher in the University of Porto, Portugal and visiting professor in the University of Kent, UK. He is Assessor ad hoc for funding Agencies in Brazil, Canada, Chile, Czech Republic and UK. His main research interests are data mining, data science and machine learning. Prof. de Carvalho has several publications in these areas, including 10 paper awards from conferences organized by ACM, IEEE. He was the founding director of the Center of Machine Learning in Data Analysis, University of São Paulo and is currently the vice-director of the Center for Mathematical Sciences Applied to Industry, University of São Paulo. He is a member of the Steering Committee of the International Network for Government Science Advice (INGSA) Latin American and Caribbean Chapter and of the Brazilian Science for Education Network.