The Math Colloquium
Department of Mathematics
San José State University

Zhenyu (William) Yan

Adobe

Predictive analytics
and its industrial applications

April 10, 2013, MH320

Abstract: In this talk, we will overview some popular industrial applications of statistical modeling and predictive analytics. Examples will include credit scoring, direct marketing, and fraud detection.
   Background: No particular background necessary.

About the speaker: Zhenyu (William) Yan is currently Manager, Data Sciences within Adobe's digital marketing business unit, where he leads a team to research and develop statistical models for online advertising. Prior to joining Adobe, William was a Lead Scientist with FICO. William received his PhD in Systems Engineering from the University of Virginia in 2007. His research interests include applied statistics, machine learning, multi-objective optimization, risk analysis, and their industrial applications. He has published more than 20 peer-reviewed papers in related areas.

Snacks in MH331B at 2:30 pm
Talk starts at 3 pm

For more information, see our full schedule at:

http://www.math.sjsu.edu/~hsu/colloq/