MORRIS HITE-IBM MARKETING CUSTOMER INSIGHTS COMPETITION SPRING 2016

Join us

The UT Dallas Jindal School of Management
Saturday, May 7th / 9:00 am - 6:00 pm

LEARN how to use Watson Analytics then COMPETE for $3,500 in Prizes

Get a dinner with a global management leader from IBM

$3,500 Prizes

Description

Students from several, primarily North Texas, colleges (undergraduates and graduates) will work in small teams (2-4 students per team) to tackle a dataset from the airline industry leveraging Watson Analytics; a cognitive tool which “democratizes data analysis,” so that marketers can focus on asking the right questions and probing and developing actionable insights vs. creating, running or interpreting different statistical programs or models. No prior knowledge of Watson Analytics is needed as we will provide a workshop during the morning.

For more details, email us at msmarketing@utdallas.edu
Register before April 18th at https://utdallas.qualtrics.com/jfe/form/SV_5gNDBeTpi5UuFX

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