



**The Institute of Electrical and Electronics Engineers
(IEEE)**



Galveston Bay Section Meeting

Organized by Joint Societies Chapters

April 19th, 2018 (Thursday) Luncheon Meeting

TOPIC: “How Predictive Analytics Can Help Your Business”

SPEAKER: Dr. Ershad Sharifahmadian, University of Houston Clear Lake

PRESENTATION:

Your clients or customers are providing you data that can help you predict the future. Predictive analytics are becoming available to researchers, scientists, startups, and small businesses looking to get ahead of the competition by mining their data and generating meaningful intelligence. From analyzing client’s activities and purchase trends to optimizing product campaigns, predictive analytics can be a new solution for your work. Investment in predictive analytics may give your business the competitive advantage it requires, helping your business leave yesterday’s problems behind and focus on growth to come. The goal of bringing predictive analytics to your work is to widen huge data beyond an individual’s experiences so that clients can be better treated. In fact, predictive analytics can help deliver better service while reducing costs.

GUEST SPEAKER:

Dr. Ershad Sharifahmadian is currently a faculty member at the College of Science and Engineering, University of Houston, Clear Lake. He got his Ph.D. in Electrical and Computer Engineering from the University of Nevada. He has received multiple awards from the US Department of Defense, IEEE, NASA, NSF, the University of Nevada, and different research institutes. He is also the reviewer for many scholarly journals such as IEEE Transactions on Signal Processing, IEEE Transactions on Image Processing, and more.

As a principal consultant, he collaborates with different industries. Dr. Sharifahmadian is a computer industry professional with the career-long record of research and scholarly contributions to the field of machine learning, data analytics, data mining, signal and image processing. He is Vice Chair (Program) of IEEE Galveston Bay Consultive Affinity Group.

Gilruth Recreation Center NASA-JSC, Discovery Room (downstairs)

Free parking. No security processing required. Easy drive in off Space Center Blvd. See website below for map.

Interested non-IEEE engineers, technicians, scientists, IEEE Members and guests alike are welcome!

12:00 PM – 1:00 PM - Program and Q&A

11:30 AM - Light Lunch with reservation (\$10.00 donation). Complimentary for IEEE student members with reservation. Please RSVP Before Noon Tuesday April 17th, 2018

Number of lunches is limited. Please reserve early

Reservations for lunch or to attend this meeting should be made by email to:

d.k.rutishauser@ieee.org

©2006 IEEE Inc. Galveston Bay Section. Copying permitted, altering forbidden. All other rights reserved.

Please check IEEE GBS website: <http://sites.ieee.org/gb/communities/> for map and more.