

## Rayid Ghani

Distinguished Career Professor; Former Chief Scientist of the Obama 2012 Election Campaign

**Using Big Data To Your Advantage.** In a presentation that can be customized to his audience's industry or organizational goals, Rayid Ghani shares insights on how to use big data to affect outcomes—be it elections, consumer behavior, cost structures, or something more. With work that focuses on developing and using machine learning and data mining algorithms to solve challenges in business, government, and politics, he shows organizations how to make the most out of their institutional knowledge and utilize increasingly targeted approaches to attract consumers or voters. His work can also be used to reduce redundancies and save organizations time and money. For example, he deployed algorithms that replaced health insurers' random audits, to anticipate which of 50,000 daily claims were most likely to require individual attention. In his talks, Ghani tells stories from his time in the Obama camp and shares successes about using the latest tools and applying big data to organizations.

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