

Excellence in Data Mining at SMU:

Two 2013 National Prize Winning Teams

This last fall SMU fielded two national prize winning data mining teams: One team (photo 1 below) finished with a silver medal in the 2013 SAS Data Mining Shootout Competition, the recognition of which occurred on October 22, 2013 at the SAS Analytics Conference in Orlando, Florida; the second team (photo 2) finished in the top five in the nation in the 2013 Capital One Data Modeling Competition where they presented their data mining solution at the corporate headquarters of Capital One in McLean, Virginia on November 21 and 22, 2013.

The SAS competition included more than 50 teams and was co-sponsored by SAS, Teradata and The Institute for Health and Business Insight. The college teams were challenged to develop methods to determine the financial viability of various approaches to disease prevention and health promotion in the state of New Hampshire. Using SAS Analytics, teams were provided relevant data and instructed to implement appropriate analytics and data mining methods. The competition began in mid-February and finished in the first week of June.

The Capital One Data Modeling Competition involved modeling millions of consumer transactions in order to match discount offers by specific merchants to specific customers and, in so doing, customizing credit card discount offers for a fictional credit card bank called StatsBank. The goal was to maximize the profits of the bank, the savings of customers, and build long-run customer relationships for the merchants. The Capital One competition was also a national competition. It began in mid-August and ended with the submission of the solution at the end of October. Capital One invited the top five teams in the competition to present their solutions in McLean, Virginia to a panel of data mining experts at Capital One with cash prizes being given.

SMU currently offers 2 Master's degrees in Analytics with a third coming on line in the fall: The Economics Department offers a Master of Science degree in Applied Economics and Predictive Analytics; the Statistics Department offers a Master of Science degree in Applied Statistics and Data Analytics; and, starting in the fall of 2014, the Cox School will be offering a Master of Science degree in Business Analytics.



Photo 1

2013 SAS DATA MINING SHOOTOUT SILVER MEDALISTS

Left to Right: Ruiyang Hu, Xusheng Chen, Yibin Xu, Professor Tom Fomby, Professor Hon Keung (Tony) Ng, Shuling Liu, Yixiang Zhang, and Ying Meng

Fomby, Hu, and Zhang are from the Economics Department; Ng, Chen, Liu, Meng, and Xu are from the Department of Statistical Science



Photo 2

2013 Capital One Top 5 in Nation Data Mining Team

Left to Right: Professor Tom Fomby, Yingju Yang, Shuling Liu, Yibin Xu, Fahad Aldubayan, Professor Hon Keung (Tony) Ng. Professor Sherry Wang (not pictured) also served as a mentor to the team.

Fomby, Aldubayan, and Yang are from the Economics Department; Ng, Wang, Liu, and Xu are from the Department of Statistical Science