Columbia Basin Section
ASQ The Global Voice of Quality™

February 9, 2016
American Society for Quality
Columbia Basin Section 614

PAR 2014
Performance
BRONZE

Tuesday
February 9, 2016

LOCATION:
Columbia River Catering
Shilo Inn
50 Comstock
Richland, Washington

5:30 p.m. - Check in/Networking
(no host cocktail service)

6:00 p.m. - Buffet Dinner

6:45 p.m. - Presentation

DINNER BUFFET MENU:
The Chef and crew at Columbia River Catering always provide a fine and varied buffet dinner for us at the Shilo Inn. The buffet usually includes two entree choices, plus accompanying vegetable, a number of tasty salads, and a vegetable and/or fruit tray.

Your choice of coffee, tea or decaf is included with dinner. And don't forget to save room for dessert!

Cost:
$20 ASQ members
$25 non members
$5 presentation only

Reservations are due February 4. E-mail Panda_2@charter.net with your name, phone number, company affiliation, and type of reservation, or call Alvin at (509) 371-2221.

Note: All no shows will be billed unless cancelled 48 hours in advance.

For more information about our ASQ section and other upcoming events: www.asq614.org/

Data Analytics:
The Good, the Bad and the Challenges

Toni Austin
Manager, IS&T Systems Engineering
Bechtel National, Inc.

Data analytics is the science of examining raw data with the purpose of drawing conclusions about that information.   It is used by companies and organizations in a variety of industries to make better business decisions and in the sciences to verify or disprove existing models or theories. Data analytics is distinguished from data mining by the scope, purpose and focus of the analysis. Data miners sort through huge data sets using sophisticated software to identify undiscovered patterns and establish hidden relationships. Data analytics focuses more on inference - the process of deriving a conclusion based solely on what is already known by the researcher.

Data analytics is used to describe everything from online analytical processing to studying withdrawal and spending patterns to prevent fraud or identity theft. Ecommerce companies examine web site traffic or navigation patterns to determine the likelihood of customers buying a product or service based on prior purchases or viewing trends. Modern data analytics often uses information dashboards supported by real-time data streams. So-called real time analytics involves dynamic analysis and reporting, based on data entered into a system less than one minute before the actual time of use.

In the world of information technology (IT), data analytics is often used to examine the controls for an organization's information systems, operations and processes. It can be used to determine whether systems in place are operating efficiently, effectively protecting data, and succeeding in accomplishing overall goals.

Data analytics can provide valuable information, but there are challenges to be considered. In the industry of commercial analytics software, for example, an emphasis has emerged on solving the challenges of analyzing massive, complex data sets, often when such data is in a constant state of change. In cases involving customer spending or other habits, there are other risks; for example, the risk that private information about users is made public on the internet. In the extreme, there is the risk that governments could gather too much private information, now that the governments are giving themselves more powers to access citizens' information.

Join us on February 9 to gain new insights from Toni Austin about the valuable role data analytics can and does play as well as some of the concerns that need to be considered when reviewing and using data as predictors of future activity or business success.

About the presenter: *Toni Austin is an adjunct faculty member in the Computer Science Department at WSU's Tri-City campus. She has served in this role since the 1980s. She currently teaches a course titled "The Impact of Computers on Society." Toni is also Manager of IS&T Systems Engineering for Bechtel National, Inc. on the WTP project. Toni's organization is responsible for the Software Quality Program, IT Configuration Management function and the Release Management function.*