



Confluence of Structured and Unstructured Data

Webinar on Feb 13th
9 am PST | 11 am CST

The deluge of unstructured content from social, mobile and transactional data sources has disrupted conventional data analysis forever. Across verticals, we observe that practically every analytical problem can be solved in a more innovative way by including these neo-information sources within structured analysis frameworks.

To enable this, we require a technology stack that allows for parsing and analysis of text datasets by leveraging advanced Machine Learning techniques and NLP (Natural Language Processing). Additional data points like Parts-of-speech, Entities, Themes and Sentiment can be extracted by performing these text mining routines on data to enable unified analysis of structured and unstructured data through an integrated analytic workflow.

Join us for the Webinar as Tom, Arvind and Mike talk about unified analysis and how UHG benefitted from it.

Agenda

- ✓ Introduction to unified analysis
- ✓ Use case discussion
- ✓ Q&A
- ✓ Summary

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Speakers

Tom Allenburg

Vice President, Data Analytics & Marketing Solutions,
UnitedHealthcare Medicare & Retirement



Tom is responsible for improving strategy and execution through data-driven insights, sound measurement strategies and flawless marketing operations across the Medicare & Retirement businesses.

In this role, he oversees teams of professionals in the areas of Decision Sciences, database management and technology, campaign list execution and quality management.

Tom holds an M.S. degree in Statistics from Virginia Tech and a bachelor's degree in Mathematics from St. Olaf College.

Arvind Menon

Product Lead, Mu Sigma



In his current role at Mu Sigma, Arvind is part of the Products Group. He works with client engagement teams to better leverage Mu Sigma's products suite.

He has over five years of experience in Business Development roles across technology, infrastructure and analytics solutions.

Arvind holds a bachelor's degree in Computer Science Engineering from Visvesvaraya Technological University, India

Mike Feldner

Geography Head, Mu Sigma



Mike is responsible for managing and growing relationship for an expanded portfolio of accounts in the Midwest and Southeast region of the US.

He has over 15 years of experience in leading global, cross-functional and multi-disciplinary teams in Big Data, customer loyalty and experience, as well as product development initiatives.

Mike holds a bachelor's degree in Political Science from the University of Dayton and an MBA from the Kellogg School of Business, Northwestern University.