

UNSW, The School of Mathematics and PricewaterhouseCoopers are proud to announce a one-day workshop on

'Managing fraud, risk and churn - data mining in the real world'

Date: Friday 13 August 2004, 9am for 9.30am – 5pm
Venue: PricewaterhouseCoopers, 201 Sussex Street, Sydney.

*How is industrial analytics being used to: detect fraud, reduce churn, minimise risk?
What successful models are available to do this? What in the modelling can go wrong?*

This one day workshop gives answers to the questions above and presents recent business case studies. The techniques and business cases are illustrated using SAS data mining software.

Speakers:

Inna Kolyshkina, PricewaterhouseCoopers

- works as a Manager for PricewaterhouseCoopers Financial Risk Management Division,
 - Chair, Institute of Analytics Professionals of Australia
- teaches the postgraduate course "Data Mining and its Business Applications" at UNSW

Peter O'Hanlon, Westpac Banking Corporation

- An expert in the application of human and artificial intelligence to combat fraud in government, banking, insurance, retail and entertainment
- As data mining manager in Westpac, he is responsible for application of these techniques to detect, prevent and control a variety of financial crime.

Who should attend:

- Industry business and data analysts
- IT specialists with interest in data analysis and data mining
- Fraud, risk and churn specialists

Why should you attend?

- gain understanding of the effective applications of data analysis/data mining to fraud, risk and churn
 - learn about current practices in fraud, risk and churn through recent case studies
 - comprehensive workshop notes
- opportunity to network with peers in commercial data mining applications
 - demonstrations of data models which were viable and successful
 - limited number of participants to allow maximum interaction



Registration Fee:

\$1500 inc. GST, includes workshop and lunch.

Payment should be received by August 10 2004 by cheque to, 'UNSW, School of Mathematics', or credit card.

Postal address: Data Workshop, UNSW School of Mathematics, SYDNEY NSW 2052. Please note that due to demand, confirmation of registration is on receipt of payment.

For further information about the Managing Fraud, Risk and Churn workshop and/or the UNSW School of Mathematics 'Knowledge Discovery' Workshop Series, or Master of Statistics program, please contact **Marina Rambaldini, School of Mathematics on:**

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Thinking Postgraduate... Think UNSW Mathematics!

The UNSW School of Mathematics and PricewaterhouseCoopers wish to thank the sponsors of this workshop for their generous support:

