

# MSOM Lunch and Learn Webinar Series



# UNIVERSITY OF ARKANSAS

**Thursday, September 28th, 12pm CST:**

***Analytics: What is it?***

*Presented by: Dr. Carrie Beam*

Analytics truly is everywhere in the Information Age. This talk will cover UArk's new Introduction to Analytics Class, and show how Operations Managers can take advantage of Descriptive, Predictive, and Prescriptive Analytics to improve performance. We'll cover affinity analysis, K-Means clustering, K-Nearest-Neighbors, Classification Trees, and Regression, all in plain English.

---

## About the Presenter:

Dr. Carrie Beam earned her Ph.D. in Industrial Engineering and Operations Research from U.C. Berkeley in 1999, with a concentration in online auctions and electronic commerce. Since then, she's taught Quantitative Methods, Supply Chain Management, Forecasting, Lean Production, and a variety of other management science topics in M.B.A. and M.S. level programs. She's been teaching online since 2007, and joined the Arkansas faculty full-time in 2017.

