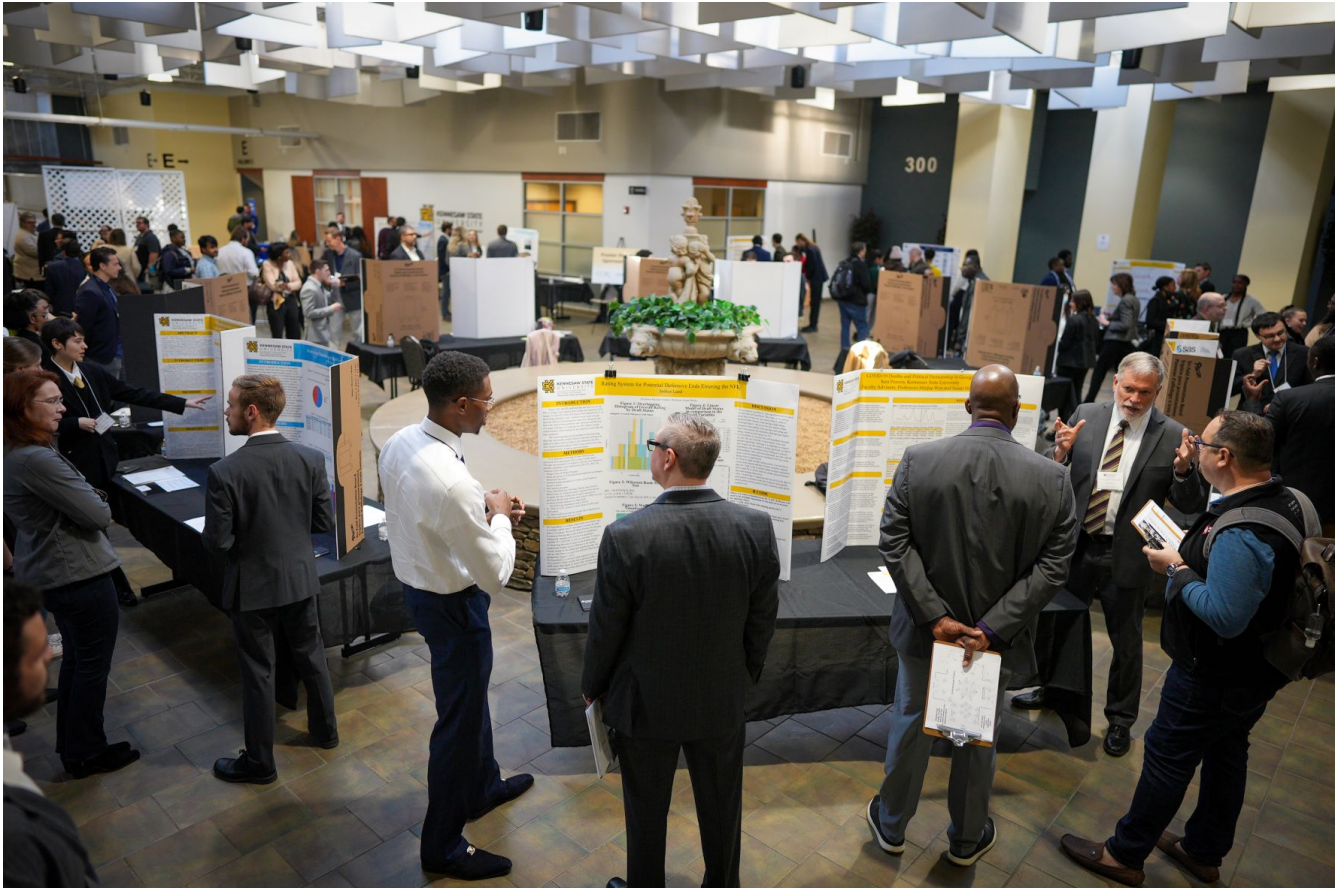


## Fall Analytics Day at KSU

**Friday, November 18, 2022 8:30 a.m. - 12:30 p.m.**  
**3333 Busbee Drive NW, Kennesaw, GA 30144**



Kennesaw State University's School of Data Science and Analytics had another successful Analytics Day, celebrating undergraduate and graduate analytics students' work. The event featured poster presentations of students' analytics research and guest speakers discussing evolving trends in analytics and data science.

Analytics Day provides our students with an opportunity to discuss their analytical work with thought leaders and practitioners from across the region, giving them the opportunity to discuss collaborative projects with local businesses. This event provides organizations with a platform to meet students at all levels who are considering careers in advanced analytics.

This year's event was held on Friday, November 18, 2022, on the Kennesaw Campus at the KSU Center, located at 3333 Busbee Drive NW, Kennesaw, GA 30144.

# Winning Poster Presentations

Congratulations to all of our poster presentation winners!



## Undergraduate Students

1st Place - Monika Vlad - [Every Child Deserves to Belong](#)

2nd Place - Dalton Shaver - [OPERATION ENDURING FREEDOM: Improving Mission Effectiveness by Identifying Trends in Successful Terrorism](#)

3rd Place - Vanessa Sunar - Roller Coasters - [What is Your Thrill?](#)





## Graduate Students

1st Place - Lythia Amoakon & Maria Casas - [Flight Delays: A Feature Importance Analysis](#)

2nd Place - Emma Pham - [A Longitudinal Analysis of the Pattern of Change Over Time for Soybean Yield \(1990 - 2013\) by Country](#)

3rd Place - Lindsay Duncan & Tim Martin - [Was Inflation Predictable? Classical vs. Modern Monetary Theory](#)

## Agenda

**7:30-8:30am:** Student Poster Competition Judging (sponsors only)

**8:30-10:25am:** Student Poster Presentations and Breakfast

**10:30am:** "Welcome"

Dr. Sumanth Yenduri, Dean, College of Computing and Software Engineering, KSU

**10:45am:** *"Data Science Dollars: Roles, Salaries and Future Trends in Data Science"*

Dr. Beverly Wright, Head - Data Science Solutions, Burtch Works

**11:15am:** *"Analytics Careers at CGI"*

Doug Leal, Director of Consulting, CGI

Brad Bonner, Director of Consulting, CGI

**11:25am:** *"Analytics Careers at Best Buy"*

Wes Straight, Director of Technology Transformation, Best Buy

Warren Hearnese, Vice President, Head of Data Science, Best Buy

Jimmy Hendricks, Senior Director, Data Science, Best Buy

**11:35am:** *"My Research Journey as CSAR Data Scientist and Collaboration with Travelers"*

Sudhashree Sayenju, PhD Candidate in Analytics and Data Science, KSU

**11:55am:** *"How Data Analytics are Shaping the Utility of the Future"*

Tim Jarrell, Vice President, Power Supply, Rates and DER Strategy, Cobb EMC

**12:25:** Announcement of Student Poster Presentation Winners

Cheryl Pressley, Data Analytics and Reporting Leader, Southern Company

## Keynote Speakers

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**Tim Jarrell**

*Vice President, Power Supply, Rates and DER Strategy  
Cobb EMC*

Tim Jarrell is vice president of power supply, rates and DER strategy for Cobb EMC. Tim's team is responsible for all power supply planning, contracts and compliance, residential and commercial rate strategies and distributed energy resource development and strategy. In this role, Cobb EMC has expanded its renewable energy portfolio by 360%, implemented a campus solar and battery energy storage project and is currently implementing a campus microgrid. Prior to this role, Tim served as Cobb EMC's associate vice president for information system programs and project management office.

Tim has spent 25 years in the energy industry; beginning his career as an electric power trader with SCANA Energy Marketing in 1996. During this time, Tim was a trader in most major markets of the U.S. He later transitioned into a senior rates analyst role working with the gas and electric side of South Carolina Electric & Gas. Later, he became rates manager for SCANA Energy in the deregulated natural gas market in Georgia after completing the Future Leaders in Gas High Tech program at SCE&G. Tim then spent six years as a senior project manager for Energy Consulting, LLC, where he worked on risk management programs and power supply contracts for multiple EMCs.

Tim has received the Project Management Professional Certification (PMP) along with a Six Sigma Black Belt designation.

Tim has a Bachelor's degree in marketing management from Florida State University, Masters in Organizational Management from University of Phoenix and additional post graduate work in accounting and finance from Keller Graduate School of Management.

Outside of the office, Tim is active in numerous Cobb County community organizations. He serves as Treasurer of the Allatoona High School PTSA, a charter member of the Senior Resource Foundation of Cobb County, Advisory Board member for the Devereux Foundation, 2012 alumni of Leadership Cobb, member of the PMI Atlanta chapter, Georgia Solar Energy Association and SAS Utility Advisory Board.

Tim and his wife Nicole have two adult daughters, Victoria, and Hensley.

### **Beverly Wright, PhD, CAP**

*Head - Data Science Solutions*

*Burtch Works*



Dr. Beverly Wright has over 30 years leading and delivering data science and analytics solutions through corporate, consulting, and academic experiences. She has served as executive, leader, and advisor of data science and analytics teams to help provide solutions for solving complex business problems.

As Head of Data Science Solutions for Burtch Works, Beverly provides guidance to a variety of businesses and non-profit organizations to frame and solve critical issues using modeling and advanced analytics resources.

She also provides executive training for high-level professionals through her role as Director of Data Science at University of Georgia.

Beverly gives back to her community through operating a nonprofit through Technology Association of Georgia called TAG Data Science & Analytics – FOR GOOD Initiative, where she leveraging volunteers, data, tools, and other resources to tackle community challenges.

She also serves as Chair for TAG Data Science & Analytics, Chair for INFORMS Analytics Society, Past Chair, INFORMS Analytics Certification Board, Board Member at Georgia Institute of Technology's Master of Science in Analytics program, Board member at Miami Dade College – AI Program, and podcast host for TAG Data Talk.

Beverly earned a Certified Analytics Professional (CAP®) and possesses a PhD in Marketing Science, MS in Analytical Methods, and BBA in Decision Sciences.

## Featured Speakers

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**Brad Bonner**

*Director of Consulting  
CGI*



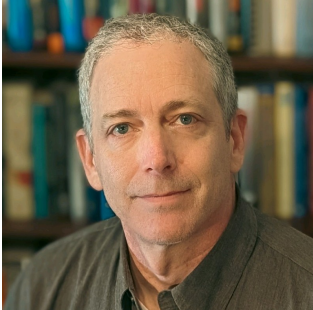
**Doug Leal**

*Director of Consulting  
CGI*



**Wes Strait**

*Director of Technology Transformation  
Best Buy*



**Warren Hearnese**

*Vice President, Head of Data Science*

*Best Buy*



**Jimmy Hendricks**

*Senior Director, Data Science*

*Best Buy*



**Sudhashree Sayenju**

*PhD Candidate, Analytics and Data Science*



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## Sponsorship Flyer

If you are interested in sponsoring Analytics Day, please contact [Bill Franks](#).

## **General Information**

The [School of Data Science and Analytics](#) at Kennesaw State University is a one stop-shop offering general education courses, an undergraduate minor, online certificates, a master's degree, and we have the first PhD in Data Science and Analytics in the US. Industry and government organizations partner with us to find solutions to their data-centric problems through the Center for Data Science and Analytics (CDSA) and the Human Studies Lab, two of the most successful and dynamic research units at the university.

The KSU Center is located just off I-75 in Kennesaw, only one mile from the main campus of Kennesaw State University. The address is 3333 Busbee Drive NW, Kennesaw, GA 30144. There is plenty of free parking.

If you have any questions about Analytics Day, please contact [Nicole Ferguson](#) or [Cara Reeve](#).

## **Results from Past Analytics Days**

[Fall 2021](#)

## Contact Info

**Kennesaw Campus**  
 1000 Chastain Road  
 Kennesaw, GA 30144

**Phone**  
 470-KSU-INFO  
 (470-578-4636)

**kennesaw.edu/info**

**Media Resources**

**Marietta Campus**  
 1100 South Marietta Pkwy  
 Marietta, GA 30060

**Campus Maps**

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