

The [Statistics in Marketing Section](#) of the [American Statistical Association](#)

is pleased to announce a

**Workshop on “Frontiers of Applied Statistics in Marketing”**

on

**April 21, 2017**

at

**Columbia University**

The workshop is cosponsored by the [Center for Financial and Business Analytics](#) housed under the [Data Science Institute](#) at Columbia University.

The workshop is targeted towards PhD students and other researchers interested in applications of statistics to marketing and business phenomena, broadly defined. We expect students in Marketing, Statistics, Information Systems, Operations, and Computer Science to be especially interested.

The themes of the workshop will be **Causal Inference** and **Machine Learning/Text Mining**, and it includes tutorials and talks on these themes by distinguished marketing and statistics faculty.

[Prof. Eric Bradlow](#), the K.P. Chao Professor, Professor of Marketing, Statistics, Education and Economics at the University of Pennsylvania and a Fellow of the American Statistical Association, will give the keynote lecture.

The workshop will be held from **8:30 am to 4:00 pm in Davis Auditorium** in the Schapiro Center for Engineering and Physical Science Research (Schapiro CEPsR) on the Columbia University campus. This will be followed by a reception from **4:30 pm to 6:30 pm**.

The workshop is free for PhD students and costs \$50 for faculty. There is a small charge of \$15 for attending the reception.

Tickets can be purchased for only the workshop or for both the workshop and the reception. A limited number of paid seats are available for masters students and non-academics/practitioners.

**Please purchase your tickets [here](#).**

For questions, email Kinshuk Jerath at [jerath@columbia.edu](mailto:jerath@columbia.edu).

For more information click [here](#).

A detailed program is available on the next page.

## **Program Details**

Location info:

8:30 am to 4:00 pm: Davis Auditorium ([directions](#))

4:30 pm to 6:30 pm: Bernheim and Schwartz ([info](#))

### Introduction

8:30 to 9:15 Breakfast

9:15 to 9:30 Kickoff

### Theme 1: Causal Inference

9:30 to 10:30 Tutorial on Designing Online Experiments by [Prof. Navdeep Sahni](#) (Stanford University)

10:30 to 11:00 Talk on application by [Prof. Eva Ascarza](#) (Columbia University)

11:00 to 11:15 Break

11:15 to 12:00 Tutorial on Estimating Heterogeneous Treatment Effects by [Stefan Wager](#) (Columbia University)

### Keynote

12:00 to 1:30 Lunch break

12:15 to 1:15 Keynote speech by [Prof. Eric Bradlow](#) (University of Pennsylvania)

### Theme 2: Machine Learning and Text Mining

1:30 to 2:30 Tutorial on Text Mining by [Prof. Olivier Toubia](#) (Columbia University)

2:30 to 2:45 Break

2:45 to 3:15 Talk on application by [Prof. Asim Ansari](#) (Columbia University)

3:15 to 3:45 Talk on application by [Prof. Oded Netzer](#) (Columbia University)

### Conclusion and Networking

3:45 to 4:00 Workshop wind up

4:30 to 6:30 Reception at Bernheim and Schwartz