

# Cosmo's Guide to Data Universe 2024

**FOR ANALYSTS** SEEKING TO STRENGTHEN YOUR EXPERTISE, BRING NEW SKILLS AND STRATEGIES TO YOUR TEAMS, AND CONNECT WITH PEERS THAT WILL HELP YOU UNCOVER NEW OPPORTUNITIES.



## Your Function



DATABASE ANALYST, REPORTER, TRADER, MIDDLE MANAGER, OR INVESTIGATOR



## Your Superpower



USING DATA TO DISCOVER ADVANTAGES FOR YOUR BUSINESS



## Your Experience Level



ALL



## Your Passion



CREATING THE FUTURE

# DATA UNIVERSE 2024

## Data Universe brings it all together

to empower you with the skills, insights, and connections you need to succeed as an analyst mining data for pivotal discoveries.

## Stay on top of AI's revolutionary capabilities

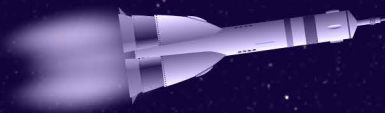
with A-Z insights to help you navigate organizational implementation, best-in-class governance considerations, and practical examples to help you leverage AI for maximum business value.

## Expand your universe by exploring new ways of thinking about strategy, experimentation, & innovation

including delving into new, road-tested frameworks like gamification, industry benchmarks, and future-proof strategies that you can bring back to your organization for testing.

## Uncover perspectives to help you thrive in the expanding data universe.

Find expert-led sessions that will help you refine your unique perspective on the data and AI landscape, and explore case studies, demos, and frameworks to help you maximize your organization's competitive advantage with the latest tools.



# Top Recommended Sessions for Analysts

## Revolutionizing Analytics with Language Models: Bridging Data, Decisions, and Dialogue

**DAVID BOYLE, AUDIENCE STRATEGIES**

LLMs like ChatGPT are revolutionizing analytics. This session will offer practical examples of how AI is transforming data interpretation, decision-making, and communication with demonstrations using GPT-4's Code Interpreter, bringing data insights to life with AI-generated visualizations, and a roadmap for harnessing AI's power in your work. [LEARN MORE →](#)

1

## Want Better Forecasts? Make Predictive Analytics a Game!

**DAVID SAVLOWITZ, CEO & FOUNDER, COMPETITIVE ANALYTICS**

Strategic planning and budgeting rely on good guesses about what the future holds, but typical approaches to planning are often rarified and insulated from the real world. This session explores how gamification can optimize forecasting and prediction while including a wider portfolio of internal players, to maximize return on investment and minimize forecasting error. [LEARN MORE →](#)

2

## Fireside Chat: AI for Business: Why Data Matters to Every Organization

**ROB THOMAS, SVP SOFTWARE & CHIEF COMMERCIAL OFFICER, IBM AND MIKE FERGUSON, CEO, INTELLIGENT BUSINESS STRATEGIES LIMITED)**

In this fireside chat, Mike Ferguson, Europe's leading industry analyst in data management and analytics talks to Rob Thomas, Senior Vice President and Chief Commercial Officer at IBM on what IBM is doing to help companies get maximum business value from data and AI. [LEARN MORE →](#)

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# Top Recommended Sessions for Analysts

## Panel: Revolutionizing How We Decide: The Future of Decision Intelligence

**DAVID SAVLOWITZ**, CEO & FOUNDER, COMPETITIVE ANALYTICS; **SANDY ESTRADA**, VP & GLOBAL PRACTICE LEAD, DATA & ANALYTICS, CERVELLO, A KEARNEY COMPANY; **JULIA BARDMESSER**, CHIEF EXECUTIVE OFFICER, DATA4REAL LLC

Join our panel of experts in exploring the cutting-edge realm of Decision Intelligence and discover how it diverges from traditional Data Analytics and Business Intelligence, reshaping the landscape of strategic decision-making. Our panel explores real-world instances where Decision Intelligence catalyzed profound organizational shifts, yielding tangible results. [LEARN MORE →](#)

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## The Human Side of Data Management

**TONY MAZZARELLA**, DIRECTOR, ENTERPRISE DATA ENABLEMENT & GOVERNANCE, VOYA FINANCIAL

Poorly managed, low-quality data hurts the bottom line, but it can also turn a regular day into a nightmare for employees, not to mention the far-reaching impacts on our customers and society. This session provides actionable insights to help data leaders reimagine data strategy and governance, and pivot towards a more inclusive and people-centered approach where data works for people, not the other way around! [LEARN MORE →](#)

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## Panel: Crafting Your Data Ecosystem: Strategies for Integration and Impact

**SADIE ST. LAWRENCE**, FOUNDER & CEO, WOMEN IN DATA, AND GUESTS

In this session, our panel of experts will explore the foundational strategies for integrating diverse data sources, tools, and technologies to create a powerful engine for strategic advantage. [LEARN MORE →](#)

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# Additional Recommendations

## Data is NOT the New Oil (Hint: It's Far More Valuable) →

**DOUG LANEY**, DATA & ANALYTICS STRATEGY ADVISOR,  
SPEAKER, AUTHOR, INSTRUCTOR

## The Business Case for the Chief Data Officer →

**DOUG LANEY**, DATA & ANALYTICS STRATEGY ADVISOR,  
SPEAKER, AUTHOR, INSTRUCTOR

## Winning in an AI world: How and Where AI Fits in Your Data Strategy →

**DAVID BOYLE**, AUDIENCE STRATEGIES

## Are You AI-Ready? Your Data and Analytics Maturity Holds the Answer →

**JACK PHILIPS**, CEO & FOUNDER, INTERNATIONAL INSTITUTE  
FOR ANALYTICS

## Generative AI with Open-Source LLMs →

**JON KROHN**, CO-FOUNDER AND CHIEF DATA SCIENTIST,  
NEBULA.IO

## Forging Resilience: A Holistic Approach to AI Policy, Governance, and Security →

**GINA GUILLAUME-JOSEPH**, CHIEF INNOVATION OFFICER,  
CYBERSEC INTERNATIONAL

## Plato, Aristotle, and AI: Ethics for Modern Humanity →

**DAVID HUNT**, VICE PRESIDENT, OLIVER WYMAN'S  
TRANSPORTATION PRACTICE; **AARON BURCIAGA**, DATA  
SCIENTIST, AI ENGINEER, AUTHOR, AND ADVISOR;  
**JEFF COHEN**, CHIEF STRATEGY OFFICER, INFORMS

## Unleashing Potential – Harnessing AI for Exponential Growth →

**YVONNE LI**, VP OF ENTERPRISE ARTIFICIAL INTELLIGENCE,  
DATA ENGINEERING, AND DECISION SCIENCE AT ADVANCE  
AUTO PARTS

## Building Trustworthy AI That Puts Humans First →

**ELENA YUNUSOV**, EXECUTIVE DIRECTOR, HUMAN  
FEEDBACK FOUNDATION

# Additional Recommendations

## The Death of 'Journalism' →

**ERIC KAVANAGH**, HOST OF DM RADIO

## The Great Data Debate →

**MIKE FERGUSON**, CEO, INTELLIGENT BUSINESS STRATEGIES LIMITED

## Talkin' Tech Trends with DataVengers! →

**SCOTT TAYLOR**, THE DATA WHISPERER, METAMETA CONSULTING; **KATE STRACHNYI**, FOUNDER, DATACATED; **KRISTEN KEHRER**, CHIEF EVANGELIST, DATA MOVES ME; **ANDREW JONES**, DIRECTOR & LEAD INSTRUCTOR, DATA SCIENCE INFINITY

## Changing the Game: Analytics in Shaping Modern Sports On and Off the Field →

**SCOTT NESLER**, PHD, CAP, DIRECTOR/OWNER, ANALYTICS SOLUTIONS

## Where Data Meets Design: Effective Data Visualization →

**CHRISTINE STATHOPOULOS**, FOUNDER, DARE TO DATA

## Revolutionizing How We Decide: The Future of Decision Intelligence →

**DAVID SALVOWITZ**, CEO & FOUNDER, COMPETITIVE ANALYTICS; **SANDY ESTRADA**, VP & GLOBAL PRACTICE LEAD, DATA & ANALYTICS, CERVELLO, A KEARNEY COMPANY; **JULIA BARDMESSER**, DATA4REAL LLC

## Panel: Crafting Your Data Ecosystem: Strategies for Integration and Impact →

**SADIE ST. LAWRENCE**, FOUNDER & CEO, WOMEN IN DATA, AND GUESTS



**Cosmo's Pro Tip:**  
Use our our Convince Your Boss letter to explain why you should be approved to attend.

Download →



**EXPLORE ALL OF THE  
SESSIONS AVAILABLE TO YOU.**

**[VIEW THE AGENDA](#)**

