

PARAMETER



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Greetings!

American Statistical Association

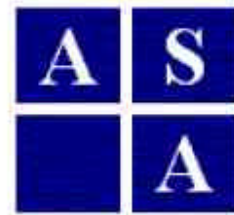
Announcement: New ASA Section

Exciting news in the development and growth of the ASA!

It's official. At this point, all of the necessary paperwork for creating a new ASA Section focused on **Statistical Learning and Data Mining** has been completed and handed in to the ASA office.

The proposal is scheduled to be reviewed in February of 2008, and then the matter will be voted on at the Joint Statistical Meeting in August. **If all goes well, we become official as of January 1, 2009.**

CCASA Tuesday Luncheon Program



December Luncheon

Luncheon Announcement

Noon to 1:30PM

TUESDAY December 4, 2007

The East Bank Club 500 N Kingsbury, Chicago 60610

Please join us for this first exciting event in the CCASA's 2007-2008 Luncheon program. Be sure not to miss this one- the even will include a special raffle and loads of great cheer!

Our December speaker is Arnold Zellner, Professor of Economics and Statistics at the University of Chicago. Arnold will speak on *Recent Developments in Bayesian Statistics*.

Abstract:

The use of Bayesian statistics in economics and in statistics has grown steadily over the last forty years. Over that time, Bayesian analysis has expanded to every area of statistical research, from quantification of uncertainty to factor analysis, data mining and decision making. There are two reasons that Bayesian statistics has experienced this sort of growth. The first is that the Bayesian posterior probability is a logical method of quantifying how new information changes our perceptions of the world. The second is that Bayesian models are extremely practical methods of actually estimating these probabilities. In this talk, some recent advances in this field will be discussed.

The **January Luncheon** will be held on Tuesday, January 22, and the speaker will be **Emily Gransky**. Emily is an account executive at Smith Hanley Associates, and will discuss recent changes in the national and local job markets for statisticians.

Plans for our future luncheons will be included in our upcoming announcements and in the Parameter. Lunch is \$30 for CCASA members, \$35 for nonmembers. Nonmembers, join the chapter for a year for only \$15 and get the discount plus all the other benefits of membership!

Contact Lou Fogg, VP for Luncheons Phone: 312-942-6239 or E-mail:louis_fogg@rush.edu

NSF Funds for Graduate Student Attendance at Isaac Newton Institute Workshops!

The Isaac Newton Institute for Mathematical Sciences at Cambridge, U.K., is hosting a six-month research program on "**Statistical Methods for Complex, High-Dimensional Data**" from January through June, 2008. The program is attracting some of the leading researchers in statistics, computer science, and computational biology. See www.newton.cam.ac.uk/programmes/SCH/ for more details on the program and the participants.

As part of that program there will be a workshop on "*High Dimensional Statistics in Biology*" from March 31 through April 4, and a closing workshop on "**Future Directions in High-Dimensional Data Analysis**" from June 23-27. The National Science Foundation has provided funds to enable ten senior graduate students at U.S. institutions to attend one of those workshops.

Awards will be determined by a committee consisting of Sara van de Geer (chair), David Banks, Peter Bickel, and Ann Lee. The deadline for receiving applications is January 7, 2008. Interested students should send an application packet that contains:

1. A letter of recommendation from their advisor or department chair (that letter should indicate the applicant's gender and minority status).
2. The curriculum vitae of the applicant.
3. If the applicant would like to submit a poster for possible presentation at the workshop, please include a title and abstract.
4. An indication of which workshop the applicant would like to attend (this will not be used for selection). All applications should be sent electronically to both Sara van de Geer (geer@stat.math.ethz.ch) and David Banks (banks@stat.duke.edu).



Congratulations!

The CCASA wants to send best wishes and hopes of success to the **University of Texas at Austin**, where a new Department of Statistics is being formed under the guidance of Paul Damien.

Congratulations, and good luck!



Current Job Openings

Q Interactive is an online marketing services provider for advertisers and publishers. Using a unique combination of demographic, behavioral and transactional data in a

proprietary targeting engine, Q Interactive is fundamentally improving the relevancy of advertising on the Internet. Q Interactive's services include Lead Generation and E-mail.

We seek a skilled and energetic **Senior Research Analyst / Data Developer** with 2-5 years of experience in online or marketing analytics to join our Analytics Team. The ideal candidate will have demonstrated ability in mining large-scale data warehouses. You will be responsible for the creation, implementation and monitoring of datasets containing advanced analytics and performance indicators. A candidate possessing agile code-writing ability, a keen attention to detail and the commitment to act as a voice for analytics and product optimization will succeed in this role.

Duties and Responsibilities:

- Develop ad-hoc and procedure-based SQL and SAS code to create and maintain data streams in support of business initiatives
- Conceive and develop diagnostic metrics monitoring revenue optimization across all products and revenue-generating platforms
- Analyze results from product/operational testing and present results to business users
- Participate in cross-functional product development teams, acting as a voice for analytic and optimization practices

Requirements:

- Bachelor's degree in an analytical discipline (Economics, statistics, market research, mathematics). Advanced degree in MIS or related field preferred
- 2-5 years experience using SQL and SAS in a large-scale relational database environment
- Proven ability to design, build and deliver concise and meaningful key performance indicators for business users
- Understanding of applied business statistics including consumer segmentation and predictive modeling
- Demonstrated interest in monitoring and interpreting data-driven results, with keen attention paid to the story behind the numbers

Our office is located in the heart of downtown Chicago. We offer a salary commensurate with experience, bonus participation, 401k match, and a full line of benefits.

Please apply online at: <http://careers.qinteractive.com/home.asp>



Editor

Editor: Linda Burtch (312) 629-2400

PARAMETER, newsletter of the Chicago Chapter of the American Statistical Association, is published 10 times a year as a service to its members. To submit material for publication, contact the Editor, Linda Burtch, email: lburtch@smithhanley.com

PARAMETER provides a job listing service by publishing Positions Available and Positions Wanted, the latter being free to Chapter members. Companies may list positions for \$75. Contact the Editor for more information.

For additional information about Chicago Chapter ASA, please visit us on the web at: www.ChicagoASA.org Also, visit the National ASA web site www.amstat.org.

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