



**The Hong Kong Polytechnic University
Department of Applied Mathematics**

**Seminar
On**

**Causal Quantitative Techniques for Customer Relationship
Management**

by

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Abstract

Statistics, Data Mining, and Operations Research have been widely applied in many business areas over the past several decades. In Customer Relationship Management (CRM), many firms such as those in the telecommunication and credit card industries routinely make use of customer data to understand customer needs and predict future behavior, resulting in highly *targeted firm actions* to improve customer relationships and maximize profitability.

Targeted firm actions may include direct mail, sales interaction, site optimization, price change, product recommendation, or incentive offering. Typical business interest is in identifying the kind of firm action that can positively influence customer behavior so that more of it can be done to benefit the future.

This seminar will discuss how to *causally* address the impact of marketing or CRM campaigns, using *lift analytics* for campaign design, measurement, predictive modeling, and optimization. The methodologies employed include Experimental Design, Statistical Analysis, Statistical Modeling, Data Mining, and Mathematical Programming. Many future research opportunities in Statistics, Data Mining, and Operations Research will also be given.

Date : 17 June, 2009 (Wednesday)
Time : 3:00 – 4:00 p.m.
**Venue : Departmental Conference Room HJ610
The Hong Kong Polytechnic University**

***** ALL ARE WELCOME *****