

AAI Advanced Analytics Seminar Series on 31/08/2012

Seminar Title: Air passengers' Loyalty and Its Business Analytics

Speaker: Vaughan Chandler, Head of Strategy and Analytics, Qantas Loyalty

Date and Time: 1:30pm to 3:00pm, the 31st of August 2012 (Friday)

Seminar Room: UTS Blackfriars Campus Building 05 CC05.GD.02 (5 minutes walk from the Tower Building CB01 of UTS)

Seminar Chairman: Professor Longbing Cao (longbing.cao@uts.edu.au)

Abstract: This talk will give an elementary introduction to the loyalty industry and customer loyalty analytics. The Qantas Frequent Flyer program will be taken as an example to explain the subtle field of loyalty analytics. Machine learning and time series data analysis techniques are expected to incorporate for research collaboration in future.

Short biography of the speaker: Vaughan is Head of Strategy and Analytics for Qantas Loyalty. In this role, Vaughan has responsibility for both driving the long term commercial vision of the loyalty business and ensuring that the Qantas Group maximises the potential provided by the unique customer database of the Qantas Frequent Flyer program. Vaughan has been with Qantas since 2007 and has led the strategy of the loyalty business since that time. Vaughan has also led the commercial and business development teams for loyalty during his tenure. Over this period, Qantas Frequent Flyer profit has grown by over 70%. Prior to joining Qantas, Vaughan spent 8 years working in management consulting in financial services and payment networks. Vaughan has an MBA from HEC in France and a BComm from Macquarie University.

Overview to This Seminar Series

The Advanced Analytics Seminar Series presents the latest theoretical advancement and empirical experience in a broad range of interdisciplinary and business-oriented analytics fields. It covers topics related to data mining, machine learning, statistics, bioinformatics, behavior informatics, marketing analytics and multimedia analytics. It also provides a platform for the showcase of commercial products in ubiquitous advanced analytics. Speakers are invited from both academia and industry. It opens regularly on every Friday afternoon at the garden-like UTS Blackfriars Campus. You are warmly welcome to attend this seminar series.

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