

## ACADEMIC PROFESSIONAL DEVELOPMENT WORKSHOP PROPOSAL FOR AMCIS 2015

<b>Title</b>	Big Data and Location Analytics II: Applications, Opportunities, and Challenges
--------------	---

### Abstract

Part II of the workshop on Big Data and Location Analytics will provide a thorough overview of location analytics solutions for Big Data. As businesses and organizations increasingly deploy powerful analytics solutions to better understand and analyze Big Data to make decisions, the location or geographic component of Big Data is often left mostly unexplored. Location Analytics solutions seamlessly integrate Geographic Information Systems (GIS) based analytical methods with enterprise BI platforms to deliver high impact analytics solutions. Such solutions provide a unified view and often real-time information about organizational assets, facilities, and resources, help to identify patterns in georeferenced data, and assist with evidence and data-driven decision-making. One such location analytics solution that is built on a leading BI platform and developed by *Esri*, the world's leading organization in geotechnology will be demonstrated. Use cases will be presented by an industry keynoter and value addition aspects of location analytics will be discussed in detail. While this workshop is a follow-up to Part I of the Workshop on Big Data and Spatial Analytics, attendees with some prior knowledge of Analytics and GIS may attend this part (II) of the workshop only. The workshop is of interest to MIS academics and practitioners and the topic is consistent with the "Blue Ocean IS Research" theme of this year's AMCIS conference.

<b>Duration</b>	( ) 9.00 am to 10.30 am
	( x ) 11.00 am to 12.30 pm

### Workshop leader(s) information

Name:	Dan Farkas <sup>a</sup> , Brian Hilton <sup>b</sup> , James Pick <sup>c</sup> , Hindupur Ramakrishna <sup>c</sup> , Avijit Sarkar <sup>c</sup> , Namchul Shin <sup>a</sup>
Affiliation:	<sup>a</sup> Pace University, <sup>b</sup> Claremont Graduate University, <sup>c</sup> University of Redlands
Telephone:	949-697-7381
e-mail:	<a href="mailto:james_pick@redlands.edu">james_pick@redlands.edu</a>

### Speakers' background, description of workshop, and envisioned activities during the workshop

This workshop is continuation (Part II) of a Workshop on Big Data and Spatial Analytics. Building on the foundations of Big Data and location analytics concepts and techniques, this part of the workshop will comprise of an industry keynote delivered by a leading expert on location analytics from *Esri*, a leading provider and developer of GIS-based solutions and software.

The keynote speaker will be a senior executive and software architect from *Esri* with several years of experience in GIS and intimate knowledge of Geo solutions for Big Data. The keynote is expected to discuss how business intelligence platforms (for

example, IBM's Cognos) can be enriched by the incorporation of mapping and spatial analytical methods using Esri's ArcGIS. BI solutions such as Cognos and ArcGIS are both proven enterprise solutions in the business intelligence and location analytics domains respectively. The keynote will focus on how complementary technologies (business intelligence, analytics and mapping) combine to offer an intuitive and unified view of organizational assets, resources, facilities, etc in a spatial context that enables visualization, analysis, and data-driven decision-making, often in real time. Use cases of location analytics using an industry leading location analytics solution will be discussed.

The workshop will provide an opportunity to experience location analytics during a hands-on segment, during which attendees will be able to access a leading location analytics solution using their own laptops or tablets. Small group discussions will be facilitated by the workshop leaders with each workshop leader participating in one breakout discussion group. The industry keynoter from Esri will circulate between the groups.

While this workshop is a continuation of a previous (Part I) of a workshop on Big Data and Location Analytics, attendees who are generally familiar with the concepts of Analytics, Business Intelligence, Big Data, and somewhat exposed to mapping and/or spatial analytical methods may attend this segment of the workshop only. The workshop is of interest to MIS academics, practitioners, and students.

A tentative agenda for the workshop is provided below.

11:00 – 11:10 – Introduction of workshop presenters and Industry Keynote speaker from Esri.

11:10 – 11:50 – Industry Keynote Presentation, Demo of leading location analytics solution, and Case Studies

11:50 – 12:00 – Discussion and Q&A

12:00 – 12:20 – Small breakout group discussions focused on location analytics software solution. Participants can utilize viewing access to the software. Each small group will include one of the presenters. Keynoter will circulate between groups.

12:20 – 12:30 – Workshop summary, practical issues, and key takeaways

### **Special requirements**

Regular equipment includes a projector and a screen. Microphones can be made available based on the size of the room and the number of attendees.

**IMPORTANT:** Presenters are **required** to provide their own computers. Internet will be provided in the meeting rooms.

A flipchart can be made available if needed.

Do you need a flipchart? ( x ) Yes ( ) No

**Audience/Participants**

Workshop participants are anticipated to be MIS academics, practitioners, and students. MIS academics will be able to take away knowledge on how to educate their students about the power of geotechnology and the value added by location when combined with powerful analytics solutions. The workshop will also motivate MIS researchers interested in Big Data, analytics, social media, smart cities, GIS, and spatial decision support systems to explore spatial connections of problems and datasets in their respective domains. Industry practitioners such as Directors, managers of groups or departments of business analysts and knowledge workers who deploy business intelligence reports and dashboards will be able to learn how location analytics may be integrated with their organization's IT/BI framework to leverage the power of geo-data, enable visualization, and data-driven decision-making within a single unified view. BI system and security administrators will also benefit. MIS students, especially those interested in the rapidly evolving areas of Analytics and Big Data will be exposed to location-based analytics and the power of geotechnology to provide spatial decision support. The workshop is expected to provide motivation to such students to think about (i) careers in industry as an analyst with specialization in location analytics, or (ii) relevant research questions in location analytics and may sow the seeds of research in this area as part of a masters thesis or doctoral dissertation.

Please indicate maximum number of participants:   25  

**Are Audience/Participants required to bring laptop or other devices?**

(Yes)       (No)

If Yes, please list what they must bring?

Participants are encouraged to bring laptops or notebooks that are able to connect to the internet using conference wireless.

**Please indicate your preferred workshop room setup:**

- Rounds (i.e., roundtables)
- Classroom (i.e., rows of seats with tables for writing)
- Theater (rows of seats without tables or desks for writing)
- Other
- Special instructions: \_\_\_\_\_

Please go to <http://mc.manuscriptcentral.com/amcis2015> to submit your Academic Professional Development Workshop proposal.