

# Gain a Competitive Edge with your Big Data in Retail Financial Services at London Conference

*SMi is proud to announce the 2nd Annual Big Data in Retail Financial Services conference taking place on the 27th of November 2014 in London, UK.*

LONDON, ENGLAND, UNITED KINGDOM, October 17, 2014 /EINPresswire.com/ -- SMi is proud to have Professor Mark Whitehorn, Chair of Analytics, School of Computing at the University of Dundee, speaking about

unusual analytical techniques that can give companies and banks a competitive edge at the 2nd annual [Big Data](#) in Retail Financial Services [conference](#) taking place on the 27th of November 2014 in London.



In his address on data and analytics he will discuss the Benford's distribution technique as an essential way for spotting certain kinds of fraud, highlight the Monte Carlo simulations which were vital for solving complex problems and will look at how often to sample big data.

Packed full of timely presentations and real life case studies, this great networking opportunity will show you where and how to use Big Data to gain a competitive advantage. This [event](#) will also help you make better sense of the data you have and will teach you how to make the right, cost-effective decisions.

Why you should attend:

- Profiling your customer - find out how to really get to know your clients
- Learn how to use your data more effectively in key decision making processes
- Understand privacy issues: how to implement best practice to mitigate the risks
- Analyse the newest tools for implementing robust big data processes and technologies

2014 Key speakers Include:

- Alan Grogan, Chief Analytics Officer, Royal Bank of Scotland
- Bob Skerett, UK Telematics Director, Royal & Sun Alliance
- Orlando Machado, Head of Customer Insight and Engagement, Moneysupermarket
- Sergio Vieira, Director of Customer Insights & Interaction, Lloyds Bank Plc
- Alastair Barter, Senior Policy Officer, Information Commissioner's Office
- Oliver Werneyer, VP, Data Distribution Leader, Swiss Re

- Professor Mark Witehorn, Chair of Analytics, School of Computing, University of Dundee
- Max Hunter, Senior Business Consultant, Intelligent Shopper Solutions, Aimia
- Darren Hodder, Director, Fraud Consulting Ltd.

For more information please visit <http://www.smi-online.co.uk/2014bigdata18.asp>

To register please contact Sultan Alamro on +44 (0) 207 827 6066 or email [salamro@smi-online.co.uk](mailto:salamro@smi-online.co.uk)

Group booking discounts available.

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