



FERN HALPER, PhD

VP and Senior Research Director, Advanced Analytics at TDWI

The Impact of COVID-19 on Data and Analytics Professionals & The Future of Analytics

COVID-19 has changed how we live and how we work. At TDWI, we see that analytics professionals are being asked to answer new questions with new data because of COVID-19; these questions are often about customer behavior. Today and as organizations emerge into a “new normal” it will be more important than ever to be able to more precisely understand customers. This will require a better understanding of current and predicted customer behaviors.

Dr. Fern Halper has more than 20 years of experience in data analysis, predictive modeling, business analytics, and strategy development. Before joining TDWI, she was a partner at Hurwitz & Associates, a consulting and industry analyst firm where she focused on advanced analytics and cloud computing. Fern has also held key positions at AT&T and Lucent Technologies where she directed data analysis for a number of business units. Fern spent eight years at Bell Laboratories leading the development of innovative approaches and systems to analyze marketing and operational data. Fern has published numerous articles on data mining and information technology. She received her BA from Colgate University and a PhD from Texas A&M University. She is a co-author of *Cloud Computing for Dummies*, *Hybrid Cloud for Dummies*, and *Big Data for Dummies*.



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Wednesday, August 26

12noon–1pm EDT