

**2019 Workshop on Business Analytics**  
**Friday, April 19, 2019**  
**Sabancı University, School of Management, İstanbul, Turkey**

<b>09:30- 09:45</b>	<b>Registration</b>
<b>09:45- 10:00</b>	<b>Opening remarks</b>
<b>10:00- 10:45</b>	<b><u>Keynote speech</u></b>  Machine Learning, Artificial Intelligence and Optimization: Opportunities for Inter-Disciplinary Innovation  Radhika Kulkarni, VP Advanced Analytics SAS Institute, Inc.
<b>10:45 – 11:00</b>	<b>Coffee break</b>
<b>11:00 – 12:00</b>	<b><u>Session 1</u></b>
	Improving the Profitability of Retailers with Analytics  A. Gürhan Kök, Koç University & Invent Analytics
	Behavioral Attributes and Financial Churn Prediction  Burçin Bozkaya, Sabancı University
<b>12:00 – 13:00</b>	<b>Lunch break</b>
<b>13:00 – 14:00</b>	<b><u>Session 2</u></b>
	Automatic Interpretable Retail Forecasting (FAIR) to Support the Budgeting and Planning Process  Özden Gür Ali, Koç University
	Predicting Business Analytics Use Intentions: An Extension of the Technology Acceptance Model  Melek Ateş, METU
<b>14:00 – 14:45</b>	<b>Coffee Break &amp; Poster Session</b>
<b>14:45 – 15:45</b>	<b><u>Session 3</u></b>
	Demand Forecasting and Transfer Decisions in the Retail Sector  Onur Ersoy, Deloitte Turkey
	Road to Personalization  Erdem İnan, Trendyol
	A Transportation Management System for Optimized Package Delivery  Deniz Tosun, Hepsiepress
<b>15:45 – 16:00</b>	<b>Closing Remarks</b>

