Annual Business Analytics Symposium

The College of Business Center for Innovation and Digital Transformation annually organizes a Business Analytics Symposium as a forum for North Texas industry professionals and academics to discuss technological advances and business applications of data analytics and artificial intelligence (AI). The fifth symposium, held in March, attracted about 200 attendees representing 55 companies. A key attraction was the AWS DeepRacer event, sponsored jointly by Amazon Web Services (AWS) and French multinational technology company Capgemini. The DeepRacer event allowed hands-on experience of applying Reinforcement Learning, an advanced machine learning technique, to train and drive a model race car on a track. In addition to technology discussions led by industry experts, the symposium featured an analytics competition, sponsored by Alcon, for student teams from Metroplex area universities and a recruiting event that allowed companies to meet business analytics students and graduates of UTA. The next symposium is scheduled for October 2021. For more information, contact Santoso Budiman, Director of the Center for Innovation and Digital Transformation, at digital.innovation@uta.edu.

PHOTOS BY SHARON ELLMAN/ELLMAN PHOTOGRAPHY