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With new technologies entering the mainstream, more traditional paths to purchase are expected. These also offer business new and different opportunities for engaging consumers. The challenge for business is how to close the gap when dealing with millions of individual expectations.

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THE DELOITTE CONSUMER REVIEW, 2016

Course Name: Collect and Analyze User Behaviour Information for Large Scale Online System

Course Instructor: Shen (Sean) Huang
Self-Paced Study

Email Inquiries: enquiries@converselink.com

ConverseLink, 1 King St. West, Suite 2401, Toronto, Ontario, M5H 1A1, Canada

Nowadays with the advent of the internet, there could be unbelievable amounts of customer information in the pages of your website for collection and analysis. Do you want to understand customer behavior when on your website? Do you want to know the performance of your website features? Do you want to improve the features by leveraging the user behavior information?

Course Description:

Using this self-paced study, this course provides a unique opportunity for learners to gain knowledge and skills of how to track user behavior, review why it's necessary and importance, determine what data to collect, and master the techniques for implementing the tracking system using both third-party and self-designed solutions.

Valuable skills when using Google Analytics, Hadoop, Flume, Hive, Kafka, Storm are introduced for the purpose of the data tracking system in the course. One of the strengths of this course, is the utilization of a live real case study to ensure real life scenarios are examined, and practical skills are applied.



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Course Benefits:

- Study in your own time and comfort of home
- Investigate and review real world case studies
- Apply essential skills when reviewing cases.

Target Audience:

- Data Scientist
- Data Engineers
- Business Analysts
- Research Scientist (Internet).

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Course Instructor
Shen (Sean)
Huang

Instructor Bio: Shen Huang a Big Data Architect has conducted cutting-edge research for Microsoft Research Asia, eBay Research Lab, and Search Science for over 8 years. Shen has focused on data mining, machine learning and information retrieval. His research background includes participating in building online search and recommendation systems for several Chinese e-commerce sites, achieving significant practical experience in productizing applied research.

As a Ph.D in Computer Science, machine learning and Big Data mining expert, Shen has commercialized over 10 algorithms, published in 20 academic publications with 97 independent citations around the world, and filed 13 patents with 4 issued by the United States Patent and Trademark Office. He has achieved numerous awards from industry leading companies, international conferences and other prestigious institutions, and has been invited to deliver expert reviews for Computer Engineering Journals (Chinese).

A USA EB1A (Alien of Extraordinary Ability) holder since 2015, Shen is a Microsoft Scholar and IBM Extreme Blue member.



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Course Instructor
Shen (Sean)
Huang

Instructor Bio Continued: He is highly proficient in Solr/Lucene, Text Categorization/Clustering, Linear Regression, HBase, Java, Maven, Spring and knowledgeable in Elasticsearch, MapReduce, Hive, Mahout, Spark, Kafka, C++, R, C#. Results-oriented and with strong communication skills, Shen plans to bring a wealth of technical intellectual capital and collaborative spirit to the ConverseLink ecosystem.

Modules	Module Objectives
1	<p>Agenda:</p> <ul style="list-style-type: none">• Background• Approach• Case Study• Conclusion

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