



**04**  
MAIO

# MSIAD: WORKSHOP ON COMPUTATIONAL DATA SCIENCE

## Program

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|-------|---|
| 14:00 | <b>Welcome</b>  |
| 14:30 | <b>Data Modelstorming: From Business Models to Analytical Models</b><br>Keynote Speaker<br><b>Lawrence Corr</b><br><i>In this lively talk Lawrence Corr shares his favourite collaborative modeling techniques – described in books such as “Business Model Generation” and “Agile Data Warehouse Design” – for actively involving business stakeholders in defining richer, more interesting data sets. You will hear how narrative, visual thinking, 7Ws and lots of Post-it (tm) notes can get everyone thinking dimensionally, creating better analytical data models and making super toast.</i> |
| 15:15 | <b>Data Science: The key ingredient for Complex Problem Solving</b><br><b>Leandro Pereira, ISCTE - Instituto Universitário de Lisboa</b>  |
| 15:30 | <b>How to become a real Data Scientist in 3 (not so) easy steps</b><br><b>Elsa Cardoso, ISCTE - Instituto Universitário de Lisboa</b>   |
| 15:45 | <b>Pentaho Data Integration and Big Data use cases</b><br><b>Bruno Silva, Pentaho</b>   |
| 16:15 | <b>☕ Coffee Break</b>   |
| 16:45 | <b>Lies, big lies and “no worries: our data is clean!”</b><br><b>Carlos Soares, Universidade do Porto e INESC TEC</b>   |
| 17:15 | <b>Data Visualization using Tableau</b><br><b>Ricardo Pires, Xpandit</b>  |

**14:00** • Edifício II, Auditório B203  
Entrada Livre