San Diego State University — Big Data Analytics Program

HDMA @SDSU | THE CENTER FOR HUMAN DYNAMICS IN THE MOBILE AGE

2022 HDMA Center and BDA Program Colloquium Series **#2**

Forecasting: How to Navigate Boundaries of Art and Science?

Sponsored by the BDA program and the HDMA Center, San Diego State University

Date/Time: **April 15 (Friday), 2022**
From **3:00pm** to 4:00pm (on SDSU campus).

Location: **Storm Hall 316**
Open to all SDSU faculty, staff, and students.
Participants must wear masks and fully vaccinated for COVID-19 to attend this event.

The science of forecasting is a foundation of many processes that enables and empowers our daily life from weather pattern and traffics to power usage. From a broader perspective, forecasting is a key in defining a realistic target for public and private entities and it's a backbone of short term and long-term strategic planning. While the science of forecasting has significantly evolved in the past decades, practical applications at large scales have not been relying solely on the science but coupling that with the art of forecasting. The boundaries between the art and science of forecasting is a grey area that has not been well distinguished even though forecasting practitioners have coupled those two for many real-world applications. This presentation demonstrates a set of strategies to navigate those boundaries based on the lessons learned over the years from practical forecasting applications.

About the speaker: Dr. Reza Rahimi

Dr. Reza Rahimi is a seasoned AI/ML leader with over 13 years of experience conducting rigorous data-intensive R&D, architecting, and engineering large-scale predictive data products. His diverse industry experiences include Energy, FinTech, and BioTech sectors where he managed to apply AI/ML to many mission-critical engineering/business processes. Currently, he leads a data science practice at Illumina focused on developing large-scale forecasting engines and other intelligent data products. Dr. Rahimi received his Ph.D. and master's degrees in petroleum engineering from the Missouri University of Science & Technology and a bachelor's degree in petroleum engineering from the University of Petroleum Technology.