WESTERN SYDNEY UNIVERSITY

School of Computer, Data and Mathematical Sciences

HDR Seminar 22

Program

28 September 2022

12:00pm - 12:15pm	**Briefing:** Felicity Koulouris - Research & HDR Coordinator **Topic:** Policy updates and announcements
12:15pm - 12:45pm	**Invited Speech** **Topic:** How can we drive actionable insights from a machine learning model **Speaker: Mr** Bilal Farooq – Leader and Senior Data Scientist in WooliesX, who leads and assists large organisations' digital transformation journeys. Focus on working closely with business stakeholders and correctly measuring the results.
12:45pm - 1:15pm	**Invited Speech** **Topic:** Cross-domain recommender systems: from academia to industry **Speaker:** Dr Qian Zhang - Senior Data Scientist in WooliesX where she participates in providing personalised retail services to customers.
1:15pm - 1:30pm	**Student Presentation** **Topic:** TBA **Speaker:** Mudassar H. Arsalan (HDR Candidate) **Supervisory Panel:** A/P Omar Mubin
1:30pm – 1:45pm	**Closing**

Venue: PS-EB.G.21 (CLS)
Meeting ID: 841 2707 6334
Password: CDMS

Next Event: 25th October 2022

How can we drive actionable insights from a machine learning model

Speaker: Mr. Bilal Farooq

Biography:
Bilal has more than 17 years of hands-on experience in building and implementing machine learning based models. He has led large teams and helped large organizations become data driven and assisted with their digital transformation journeys. He has worked in telcos, banks, consulting, airlines, tax departments etc.

Abstract:
Once you have built your machine learning based model, what are the next steps? Typically, we assume our job is done here, from my perspective you are just getting started. In order to drive actionable insights you have to put equal or if not more effort. In my presentation I will go through some specific use cases commonly used across various industries and guide you how to drive actionable insights. How to work closely with your business stakeholders and eventually how to correctly measure the results.

Cross-domain recommender systems: from academia to industry

Speaker: Dr Qian Zhang

Biography:
Qian Zhang is a Senior Data Scientist in WooliesX where she participates in providing personalised retail services to customers. Before WooliesX, she was a Postdoc Research Fellow at the Australian Artificial Intelligence Institute (AAII), Faculty of Engineering and Information Technology, University of Technology Sydney, Australia. She received her PhD degree from University of Technology Sydney in 2018. Her previous research interests include recommender systems and personalized techniques. She is also an author of the book "Recommender Systems: Advanced Developments", which described recent developments in concepts, methods and applications.

Abstract:
In most real-world application scenarios, few users can interact and provide feedback to many items, which leads to the long-standing data sparsity problem, especially for new items or users. The problem hinders the development of the recommender system as it will lead to poor accuracy in recommendation. Cross-domain recommender systems emerged to use relatively abundant information in the richer (source) domain, to improve the performance in another sparser (target) domain or even across multiple domains. The demand for rich and diverse recommendations together with the ability to alleviate the data sparsity problem drives the development of the cross-domain recommender systems.
This talk breaks down a series of state-of-the-art cross-domain recommendation techniques, from traditional models to deep models and shows how they can be potentially used in different application scenarios.

TBA

Speaker: Mudassar H. Arsalan (PhD Candidate)

Abstract:
TBA