



Council for Chief Data and Analytics Officers

Agenda

Wednesday, February 22nd, 2023

10:30 a.m. – 3:00 p.m. EST

Theme: Data Analytics in the Real World

Our Winter 2023 meeting will explore the unique ways that analytics are used in entertainment and the sharing economy. In our meeting we will explore live/online gaming analytics challenges, sharing economy analytics strategies and programs, and the unique ways analytics are used in sports.

Learning Objectives:

- **EXPLORE** customer-centric analytics in entertainment and the sharing economy
- **UNDERSTAND** unique analytics tools and strategies to bring back to your teams.
- **IDENTIFY** best practices for improving the speed and capabilities of analytics programs
- **LEARN** from case studies from a wide range of analytics experts.

Contact

Morgen Dietz, Meeting Coordinator
dietz@conferenceboard.ca

Deborah Fleck, Senior Manager, Executive Networks
fleck@conferenceboard.ca

Dan Carpenter, Research Associate
carpenter@conferenceboard.ca



Schedule

- 10:30 a.m.** **Welcome and Opening Remarks**
- 10:40 a.m.** **Presentation and Discussion: Starting from Scratch – A Once in a Lifetime Professional Opportunity**
- In 2018, METRO Inc. acquired The Jean Coutu Group. Both companies having their own BI team, it was important to merge both teams, in order to get synergies. The following presentation aims to explain how the change was conducted and what lies ahead.
- Stéphan Robitaille, Director, Business Intelligence Competency Center
METRO Inc.
- 11:30 a.m.** **Case Study and Presentation: AI Transformation in the Gaming Industry**
- Creating video games is a difficult journey as it requires aligning designers artists and programmers toward a single goal – creating innovative and rewarding experiences for players. Although AI is at the core of video game interactions, machine learning is disrupting each aspect of the industry, from the ideation process to the production of assets and live game operations. Yves will present this transformation from Ubisoft’s perspective – how it impacts the organization and challenges our crafts and processes.
- Yves Jacquier, Executive Director
Ubisoft
- 12:15 p.m.** Lunch Break
- 1:00 p.m.** **Case Study: Data Analytics in Sports and Entertainment**
- Learn how MLSE leverages data and analytics to drive fan experience, community impact, employee engagement and business results.
- Sumit Arora, Vice-President, Strategy & Analytics
Maple Leaf Sports & Entertainment Partnership (MLSE)



1:50 p.m.

Break

2:00 p.m.

Presentation and Discussion: Introducing a Neurodiversity Program in the Workplace

In this session Nancy will share National Bank of Canada's neurodiversity program. Her session will include:

- General high-level definition of neurodiversity
- Introduction of the program
- Challenges faced in regards to sponsorship
- The journey so far

Nancy Brodeur, Senior Manager, Integration and Data Culture
National Bank of Canada

2:45 p.m.

Wrap-Up

3:00 p.m.

Adjournment