**Big Data Application in Business – Pricing Model**

**Sponsor:** ACSE (Association of Chinese Scientists and Engineers)  
**Co-Sponsors:** ASUCSSA & CAPPA

**Speaker:** Amoy X Yang  
principal consultant in data science

**Time:** October 6, 2018. Saturday 2 – 5 p.m.  
**Location:** Building ECG, RM G335, ASU, Tempe  
**Direction:** Park at Fulton Center (300 E Univ. Dr.). Walk east to ASU sky walker bridge (600 ft) and head south (500 ft). 501 E Tyler Mall is at left side. Take main entry to the 3rd fl.

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**Price Elasticity** (initial setting)  
**Price Optimization** (1st optimization)  
**Price Interaction** (2nd optimization)  
**Price Differentiation** (3rd optimization)  
**Price Portfolio** (overall optimization)

Served successively for AAA, GM, 5/3 Bank, TD Bank, Silicon Valley Bank, Dr. Pepper, Creative Networks, Walmart, Levi’s, and Staples. With more than 25-years experience in developing statistical models and business strategies, he has won several major prizes in his academic field and published numerous articles in leading international journals and magazines.