

Clarkson University

Mathematics REU Speaker Series

Summer 2022

Friday June 10, 2022 @ 11 am in CAMP 176

Attend the talk via zoom:
<https://clarkson.zoom.us/j/98680644309>

Modeling and Statistics in Digital Marketing and Business Strategies

Data driven decisions and statistical methodologies are crucial for businesses that recognize the value that comes from taking advantage of available data. By turning to consulting firms that specialize in analytical approaches to business driven questions, large companies can utilize the data being collected through digital channels and use that to inform strategies to optimize and improve on relevant key performance indicators. In this talk, I will provide an outline for which companies take advantage of consulting firms, like the one that I work for, in order to make the most use of the data they collect and make important strategic decisions based on the findings of analysts through data visualizations, statistical analyses, and mathematical modeling. I will focus upon the key roles data scientists and statisticians play in this process, as well as the statistical software and workflows that contribute to success in this field.



Devin Kapper, Ph.D.

Dr. Devin Kapper is a Senior Data Analyst at IXIS Digital, LLC., located in Burlington, Vermont. He received his Bachelor of Arts in Mathematics from Manhattanville College in Purchase, NY in 2011 and his Master of Science in Mathematics from Rensselaer Polytechnic Institute in Troy, NY in 2012. He obtained his Ph.D. from Clarkson University in 2018 working under the supervision of Drs. Sumona Mondal (Mathematics) and Shantanu Sur (Biology). His research focused on interdisciplinary methodologies that utilized classification, Bayesian inference, multivariate statistical analyses, and general linear models. Dr. Kapper serves as a consultant and analyst for Client Strategies within IXIS Digital, LLC., a company that contracts out to multiple clients to serve their business strategy needs. He is a key member in several client accounts responsible for the processing and analysis of digital data in order to make critical business decisions to inform areas of success, opportunities for growth, and assessment of current strategies to align with goals for future successes. In addition to providing insights into complex data sets, he is responsible for providing advice in the design of experiments, the collection of data, and a variety of problem solving approaches in this field.

Senior Data Analyst
IXIS Digital, LLC.
Burlington, Vermont



The Mathematics REU seminar series is weekly that has been supported by National Security Agency and National Science Foundation.

Please contact: Guangming Yao (gyao@clarkson.edu) or James Greene (jgreene@clarkson.edu) for more information.

Pizza will be served.