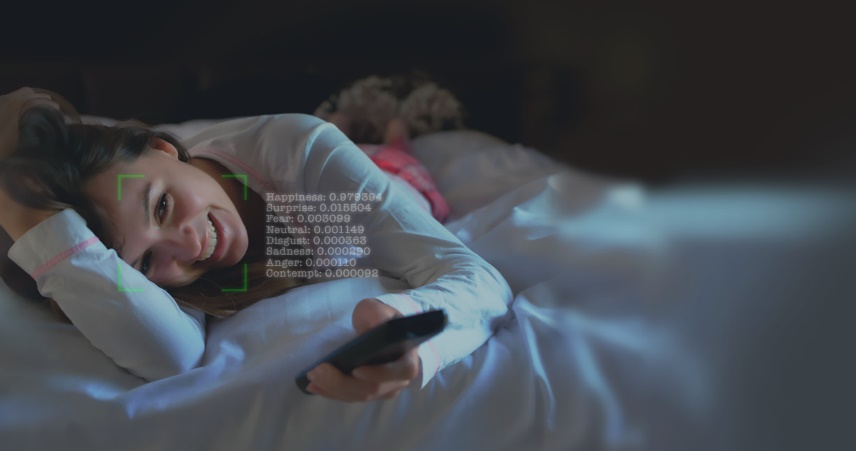
**January 2018 Chapter Meeting**

**Data Management for Data Science and Advanced Data Analytics**

I’ve been attending DAMA events since 2017 and I have learned many interesting topics that are relevant to analytics professionals. The presenter, Michael Lisin, discussed the use of predictive analytics and Microsoft Azure Cognitive services at SilverLogic Labs to predict the future success of TV shows and movies.

He first introduced us to the 6 feelings that can be detected using machine learning: anger, contempt, disgust, fear, happiness, neutral, sadness, and surprise. The emotions with facial expressions are universally and cross-culturally understood.

SilverLogic Labs provides biometric sentiment analysis, so their clients can better understand the most engaging and profitable elements of their products. They claim to they provide unbiased audience intelligence with predictive model with at least 90% accuracy.

The presenter also discussed the data gathering, data quality control, and data governance. The following is a high level of the process followed at SilverLogic Labs:

Even though the presenter briefly discussed data governance, he did stressed the importance of data governance. The following diagram only covers some of the elements of data governance.