

## **For Immediate Release**

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## **Generation5 and L.I.A.M. to Host Symposium on Marketing Analysis**

*Generation5 scientists to present advances in mathematical techniques for addressing pressing marketing applications*

**Toronto, Ontario – February 19, 2008** – Generation5, the North American Leader in Consumer Intelligence will be co-hosting a symposium on Pattern Recognition in Marketing Analysis, Friday February 22<sup>nd</sup> 2008 in conjunction with L.I.A.M. the Laboratory for Industrial and Applied Mathematics at York University. The goal is to review advances in the application of advanced mathematical techniques to marketing problems.

Dr. Wenxue Huang of Generation5's Math Lab will be presenting "Pair-Homogeneity Based Market Basket Analysis". Marketers are continually troubled by the problem of determining market-basket impact. If they discount cereal, how much additional milk and bananas do they sell? Dr. Huang will present how pair-homogeneity approaches can be used to define association bundles and calculate market basket effects. In addition to presenting the technique, Dr. Huang will present three real world examples using real marketing data.

Generation5's Dr. George Mersov will be presenting "Probability Density Approach to Clustering Algorithms." Marketers are continually looking for ways to divide their customers into different groups in order to provide them with products and offers that uniquely meet their needs. Dr. Mersov will be presenting a new mathematical technique for determining the natural clustering of consumers into different groups with different behaviors.

"Understanding the behavior of a large population is very complicated," notes Generation5 Founder and Chief Scientific Officer Milorad Krneta. "We believe the application of advanced mathematical techniques is the only way to solve these marketing problems. By sharing our work with our peers in academia we hope to bring more great minds to these exciting challenges and to continue to advance the state of the art of applied mathematics."

[About Generation5](#)

Generation5© provides the most precise consumer intelligence in North America, helping marketers achieve more effective targeted marketing and brand management. Generation5 makes it easy for marketers to turn insight into action by producing accurate predictions of consumer behavior for every household, postal code and ZIP+4. As a result, they are able to directly target customers through direct mail and trade promotion, driving dramatically higher response rates and sales. Generation5 customers include leading brands like Citibank, TJX, Kraft and Rogers. For more information, visit [www.generation5.ca](http://www.generation5.ca)

#### About LIAM

LIAM (Laboratory for Industrial and Applied Mathematics) was founded in 2002 to serve as a resource for educational and training in industrial and applied mathematics. Housed at Bethune College of York University, LIAM creates opportunities computationally intensive projects and provides a locus around which industrial outreach can be centered and built. LIAM provides significant computing power and modern technology that traditional mathematical programs do not provide. For more information, visit [www.liam.yorku.ca](http://www.liam.yorku.ca)

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