Section 1. Goals and Accomplishments

Goal 1: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for education in advanced analytics, focusing on the gathering, evaluation, and use of information to support decision making, with special emphasis on issues pertaining to large databases, data and text mining, for the purposes of developing new classes and enhancing existing classes, both at the undergraduate and graduate levels.

Goal 2: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for research in advanced analytics, focusing on the gathering, evaluation, and use of information to support decision making, with special emphasis on issues pertaining to large databases, data and text mining, for the purposes of enhancing research at Texas Tech University and at the Texas Tech University Health Sciences Center.

Goal 3: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for developing an advisory board from various industries to gather input and resources concerning their intelligence needs; including students that they hire and problems that they wish to solve.

Goal 4: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for assembly and dissemination of current information and case studies related to advanced analytics to the larger scientific, academic and business communities, to Texas Tech University and Texas Tech University Health Sciences Center.

Goal 5: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for access to and analysis of large data bases relevant to Texas Tech University and Texas Tech University Health Sciences Center.

Goal 6: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for assistance in statistical methodology and statistical software selection in general applications.

Goal 7: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for design of collection and design of storage of information needed in advanced analytic contexts.

Goal 8: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents for research and teaching using advanced computing technologies, including use of advanced visualization and computing techniques, including simulation design and analysis, distributed data bases, and distributed computing (grid computing).

Goal 9: The Center for Advanced Analytics and Business Intelligence (CAABI) will provide resources to Texas Tech faculty, students and external constituents with international collaboration opportunities. These activities include joint research projects, international exchange programs, and grant applications in the area of business intelligence.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

<table>
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<th></th>
<th>2003</th>
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<tr>
<td><strong>Grant Activity</strong></td>
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<tr>
<td><strong>Applied for</strong></td>
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<td><strong>Software Procured - SAS licenses</strong></td>
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<tr>
<td><strong>Savings relative to academic cost</strong></td>
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There is No Area Specific Data in Fall Section.
Section 3b. Qualitative Information.

- Activities related to Goals 1 and 2; sponsorship: (1) Sponsored Graduate Student Travel: Yang Yu to attend SAS M2008 conference, Las Vegas; (2) - Sponsored and supported training for ISQS faculty in business intelligence and data mining, For Surya Yadav, Francisco Delgadillo, Ron Bremer, and Don Jones.

- Activities related to Goal 1; Teaching/Program developing: (1) CAABI catalyzed the newly established MSBA MIS-BI program with most of core courses and tool courses. (2) The first year offering ISQS 7339 Business Analytics, so as all core courses for the MSBA BI/MIS program are completed; (3) Enrollment of ISQS 3358 “Business Intelligence” in the spring reached 37, increasing from 28 in 2007; (4) Instituted two new Statistics programs at the Masters level, one in Business Intelligence and the other in Risk Management.

- Activities related to Goal 1; Education: Awarded two data mining certificates, a joint award from SAS Institute and from the Rawls College of Business as represented by CAABI, to Sabrina Sattler and Shanna Donica.

- Activities related to Goals 2, 5 and 6; Research with large data bases and statistical methodology: Research in Internet-based targeted marketing made major progress. Five papers were published in international conferences. Two papers won prizes in two conferences. Students got sponsored by SAS Inc. to attend the conferences.

- Activities related to Goal 3 & 9; International Cooperation and advisory board development: (1) Hosting SWUFE’s delegation. The president of SWUFE has signed an MoU with TTU's president. (2) Planning a training program for 25 SWUFE senior administrators. (3) Coordinate the joint edu/research program (eBEREA) between Chinese and Finnish universities. CAABI has joined into the consortium in 2008 and signed the Letter of Intent for on-going research & teaching cooperation with Helsinki University of Technology (TKK) for exchanging visitors.

- Activities related to Goal 2 & 9; Research: Grant used outside of TTU: (1) Zhangxi Lin visited Helsinki twice, with total about 3000 euro covered by Helsinki University of Technology. (2) SWUFE covered about $4000 for Zhangxi Lin's visit in China in the summer.

- Activities related to Goals 2 and 8; Grid computing and research: CAABI secured donation of the $36,000 grid manager software (one year license) from SAS Institute. Two publications in peer-reviewed journals utilizing grid technology were published by CAABI directors in 2008.

- Activities related to Goal 3 & 4; External advisory board & information dissemination: presented BI information & CAABI activities to MIS advisory board May 2008.

- Activities related to Goal 6 & 7; Statistical analysis and design: provided consulting for a NIH funded project on selenium and arsenicosis for researchers in the TTU nutrition department and U. Chicago medical school.

- Activities related to Goal 2 & 4; Research & BI case studies: CAABI was one of the initiators for a research consortium in e-commerce started in July 2008, which is sponsored by Alibaba – the largest B2B market provider in the world.
Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.