



## B.I. Spatial Full Agenda for Day 2, March 24th

8:30am – 8:35am	<b>Opening Statement</b> Andy Moncla   President   B.I. Spatial
8:35am – 9:15am	<b>Understanding Mobile Location Data</b> Doug Shaddle   VP of Sales   UberMedia
9:15am – 9:30am	Bio Break
9:30am – 10:00am	<b>Understanding Alteryx and Best Practices for Processing Raw Mobile Location Data</b> Jacob Moncla   Director of Mobile Analytics   B.I. Spatial
10:00am – 10:30am	Morning Break
10:30am – 11:00am	<b>Profiling Visitors with Segmentation and Mobile Location Data</b> Andy Moncla   President   B.I. Spatial
11:00am – 11:30am	<b>Taking Control of the Narrative: Why We Brought Mobile Location Data Analysis In-House</b> Susie Beaumaster   Market Analyst II   Life Time – The Healthy Way of Life Company
11:30am – 1:00pm	Lunch and Networking
1:00pm – 2:00pm	<b>Using Alteryx for Report Preparation with Mobile Data – Build Once, Use Often</b> Doug Miller and Andy Moncla   Senior Research Analyst   Macerich



2:00pm – 3:00pm

**Cross Shopping, Affinity and Customer Movement –  
How Mobile Location Data is Much More than “Location,  
Location, Location”**

Andy Moncla | President | B.I. Spatial

3:00pm – 3:30pm

Afternoon Break

3:30pm – 4:30pm

**Visualizing Mobile Data with Alteryx and Tableau**

Elliot Wagoner and Jacob Moncla | B.I. Spatial



Taco and Margarita Mixer (Plus-Ones Welcome)

Welcome to PopStats 2020!

What: Tacos and Margaritas (or beers)

When: 6:30pm to 9:30pm Sunday night March 22, 2020.

Where: The brand-new Velvet Taco at 522 Congress Avenue (across the bridge).

