

FOR IMMEDIATE RELEASE

Philly Viz Wars 2014 sponsored by Acumen Analytics at Philly Tech Week

If you can't see the data, is it really there?

Philadelphia, PA - March 31, 2014 - Philly Tech Week brings together the widest range of personality profiles of any Philadelphia event, to participate in tech events that range from intricate to funny to amazing. Technology geeks, students, and gamers mingle with corporate Philadelphia during a ten day span of tech events, which is launched at an introductory event that features a huge video game of Tetris, played off the side of a skyscraper wall.

Almost as competitive as that gigantic Tetris game will be Visualization Wars 2014 - or the shortened handle: Philly Viz Wars 2014.

“As more and more data continues to overwhelm us, there are companies committed to making data easier to analyze, by making it simple, colorful, and useful through visualization,” says George Brunner, CTO of Acumen Analytics. “Our company works with clients to get a handle on their data goals, and we do it very well. But, if in the end, people can't easily see it and touch their data, their appetite for moving into the really interesting parts of data analytics - predictive modeling etc., goes way down.”

“That's why we decided to bring Viz Wars to Philadelphia, to let the left side brains among us mingle with the right side brains around us,” laughs Kathy Brunner, CEO of Acumen Analytics. “Everyone appreciates graphics that bring an idea to life, and when it makes data easier to understand, that's the data nirvana that Acumen Analytics helps clients achieve.”

So, on April 8th, at the Philadelphia headquarters of radio station 90.0 WHYY, artists, software geeks, graphic art students, analytics professionals, computer science nerds, sports fanatics and professors alike will gather to participate in a Survivor type contest where data sets (provided hours before the contest) are shaped into visualizations that best provide simple viewing and access to data. Contestants have one (1) hour to produce their best visualization of data which will include March Madness 2014 data as one of the provided data sets.

Acumen Analytics is hosting the event, along with Tableau Software, a visualization software company, although participants may use any visualization software. Judges include Interworks president, Dan Murray, and other celebrity judges TBA. More information and sign-up can be found at <http://www.acumen-analytics.com/philly-tech-week-3/sign-up/>

**Tuesday, April 8th 2014
5:30PM – 8:30PM**

WHYY at 150 N. Sixth Street on Independence Mall *(between Race & Arch Streets)*

About Acumen Analytics:

Acumen Analytics, based in Philadelphia, PA, is a WBE certified information management and analytics consulting firm focused on helping clients leverage their data, technology and organizational assets to create strategies and deliver solutions that drive business outcomes. While Acumen Analytics' consultants have specific industry expertise in life science and human resource management, their capabilities span across many industries and business functions, providing information management strategy, data management and architecture, business intelligence and advanced analytics that measure performance, identify opportunities, and forecast the future efficiently and more cost effectively.

Acumen Analytics contact:

Kathy Brunner, CEO & President
Acumen Analytics
kbrunner@acumen-analytics.com
www.acumen-analytics.com
Phone: 800-595-8591

Press Contact:

Susan Stipa
McDay LLC
susanstipa@mc-day.com
Phone: 484-883-8808