

Enrico Laoh, *PhD(cand.)*

IISE Lisa Zaken Award for Excellence Awardee
Roy and Virginia Dorrrough Distinguished Graduate Fellow
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Key Competencies

Data-driven Decision-making
Business Analytics
Visualization and Storytelling
Machine Learning

Collaborative Artificial Intelligence
Blockchain Technology
Optimization
Time Series Analysis

Spatial Analysis
Text Mining
Customer Segmentation
Lifetime Value Analysis

Experience

APPLIED MACHINE LEARNING TECHNOLOGY FOR TIME SERIES DATA ANALYTICS

Demand Forecasting Model for Airline Industry (*United Airlines, Inc.*)

- Observing the pricing model and understanding the effect of demand forecasting.
- Updating the demand forecasting model and testing novel variables extracted from internal databases and external potential influence.
- Successfully reduced the forecasting MAPE by ~2%.

HIGH-STAKE DECISION SUPPORT SYSTEM

Collaborative AI in Healthcare for a Robust Disease Prediction (*Oklahoma State University*)

- Developing machine learning models incorporating trust issues for risk-sensitive decision-making.
- Implementing a collaborative AI approach to increase the performance while validating the prediction.
- Designing a continuous human and AI learning framework.
- Testing the model's robustness over different data sets.
- Funded by NIH under a \$ 1.2M research grant for advanced data science in health research.

ADVANCED STATISTICAL METHOD AND EXPERIMENTAL DESIGN

Transformative Big Data Insight for Industrial Advancement (*Universitas Indonesia*)

- Designed and implemented experimental research on customer segmentation using advanced clustering methods, demonstrating a solid understanding of statistical methodologies.
- Conducted sentiment analysis on tourism-related data, effectively extracting and communicating actionable insights to drive business decisions.
- Utilized data visualization techniques in multiple studies, implying proficiency with dashboarding tools to present complex data clearly.

Education

- **Doctor of Philosophy**, *Industrial Engineering and Management*, Oklahoma State University, Expected 05/2025
- **Master of Science**, *Industrial Engineering and Management*, Oklahoma State University, GPA 4.00/4.00
- **Graduate Certificate**, *Business Analytics and Data Science*, Oklahoma State University, GPA 4.00/4.00

Leadership

- **Vice President**, *GP Student Government Association*, Oklahoma State University
- **President**, *INFORMS OSU Chapter*, Operation Research and Management Science Society