

# STORIES FROM THE FIELD

## How Geospatial AI and Machine Learning Support Mission-Critical Decision-Making Across Industries

*with Dr. Wendy Keyes, Principal Data Scientist at Esri*

**WEDNESDAY  
NOVEMBER 20, 2024**

Dinner at 5:30 p.m.  
Talk 6:15 – 7:15 p.m.

University of Redlands, Orton Center  
1240 E Brockton Ave, Redlands, CA 92374



RSVP by November 15  
[tinyurl.com/KeyesCSB24](https://tinyurl.com/KeyesCSB24)

This event is part of GeoWeek 2024 at the University of Redlands

The fields of geospatial data science, artificial intelligence and machine learning have seen rapid growth both in interest and adoption, fueled by an explosion of geospatial data to support a variety of analyses. Cutting across industries, organizations worldwide are incorporating advanced spatial analytics into their mission-critical operations.

This talk will provide an overview of progress and current state of the field, share some stories “from the field” to illustrate how tools, concepts and models are being leveraged to answer pressing questions, and explore the impacts of Geospatial Artificial Intelligence alongside practical, ethical, and other considerations as we look toward the future.



### ABOUT DR. WENDY KEYES

Wendy is a Principal Data Scientist working in Esri’s Professional Services division. She joined Esri five years ago after more than a decade in academia teaching courses in economics, statistics, quantitative methods, finance, and strategy and decision-making. With a Ph.D. in Behavioral Economics, she brings her expertise in business strategy and the psychology of decision-making to bear in her work.

Wendy consults with Esri customers across industries – applying spatial econometrics, statistics, machine learning, and artificial intelligence to a variety of use cases.

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