



# FESAus Monthly Technical Meeting

## *Lessons from a Petrophysicist's Experiences in Machine Learning*

### **Martin Storey, Well Data QA**

#### **Abstract:**

Data science, analytics, machine learning are industry flavours of the day but are nothing new to petroleum geoscientists, in particular to petrophysicists who have been using them for the past three decades at least. Because they are involved and largely responsible for the selection, acquisition, quality control, exploitation and management of well data, petrophysicists are their organisation's well data experts.

The current data hype should therefore give them a leading role in the on-going digital transformation, bringing them more opportunities and recognition in their organisation. Yet "there seems to be something of a disconnect between executive management and employees in expectations for digital technology - with managers expecting big gains, but employees more aware that the benefits are rarely meeting expectations" according to a recent report by analyst company Wood Mackenzie.

Martin will share observations from his personal experiences around machine learning, to clear some of this confusion (perhaps) and to trigger interesting conversations (hopefully).

This presentation is aimed at a wide audience, including managers in the process of fast-tracking the promotion and exploitation of data in their organisation, young professionals looking for extra-curricular skills, and all industry professionals wondering about the significance of the current hype.

#### **About the Presenter:**

**Martin Storey** is a petroleum engineer with an academic background in mathematical and computer sciences. He has a particular expertise in petrophysics and well data, acquired by working on rigs, operations and study groups, and classrooms internationally. An independent consultant and trainer, he is the founder of Well Data Quality Assurance, a Perth-based company that helps upstream organisations optimise the value of their oilfield data, including using Machine Learning when appropriate. He is an active member of several societies including FESAus/SPWLA, the Professional Petroleum Data Management Association (PPDM), and SARF.



**DATE:** Tuesday 10<sup>th</sup> March 2020, 12:00 – 1:30 PM **VENUE:** Hotel IBIS- 334 Murray Street, Perth

**COST:** Members \$30.00; Non Members \$40.00; Students/Retirees \$10.00

Online registration at [www.fesaus.org](http://www.fesaus.org) by Friday 6<sup>th</sup> March, 3PM

*Limited seats for unregistered attendees may be available but are not guaranteed: \$50.00 cash door charge*

