

### Panel Discussion

## Data Monetisation

Unlocking Revenue Streams through Strategic Customer Data Utilisation





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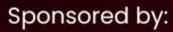






What is your organisation's biggest challenge when trying to get value from customer data?

<sup>(</sup>i) Start presenting to display the poll results on this slide.







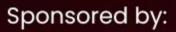
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#### **QUESTION 1**

How to successfully transform data into revenuegenerating opportunities and customer-loved products?









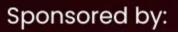
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#### **QUESTION 2**

What are the biggest challenges in converting vast amounts of data into actionable insights, and how can businesses overcome them?









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#### **QUESTION 3**

Why is structured data importation for Al-driven opportunities, and how can businesses prepare their data for Al success?





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## Key Takeaways





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# Question & Answer



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