

# 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?**

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## Data Monetisation

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### QUESTION 1

How to successfully transform data into revenue-generating 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 AI-driven opportunities, and how can businesses prepare their data for AI success?





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## Key Takeaways



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## Question & Answer



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