

# Panel Discussion Business Intelligence

How to Craft a Customer-Centric Business Intelligence Strategy





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What comes to your mind when you see Business Intelligence (BI)? in 3 words

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





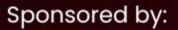
#### **Business Intelligence**

How to Craft a Customer-Centric Business Intelligence Strategy

#### **QUESTION 1**

How is your data-driven decision-making process in the organisation? (What are the factors?)









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#### **QUESTION 2**

How do you understand that you are building the right Bl platform? (Define values, e.g. finance, customer experience, environment)



#DDSUMMIT





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#### **QUESTION 3**

What are the current challenges / future trends we are facing in BI?





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### Key Takeaways





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## Question & Answer

