

Panel Discussion

Data Quality

Ensuring Customer Data Quality and Availability in the Era of AI



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What is data quality to you? (in 3 words)

① Start presenting to display the poll results on this slide.

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QUESTION 1

Share a real-world example of how poor data quality impacted business decisions or customer experiences—and how it was fixed?



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QUESTION 2

What are the most effective ways to ensure data accuracy, completeness, and consistency across multiple sources?

- What tools, processes, or frameworks have you found most effective in improving customer data quality for AI applications?



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QUESTION 3

How can companies strike a balance between collecting enough customer data for AI-driven insights while maintaining compliance and trust?

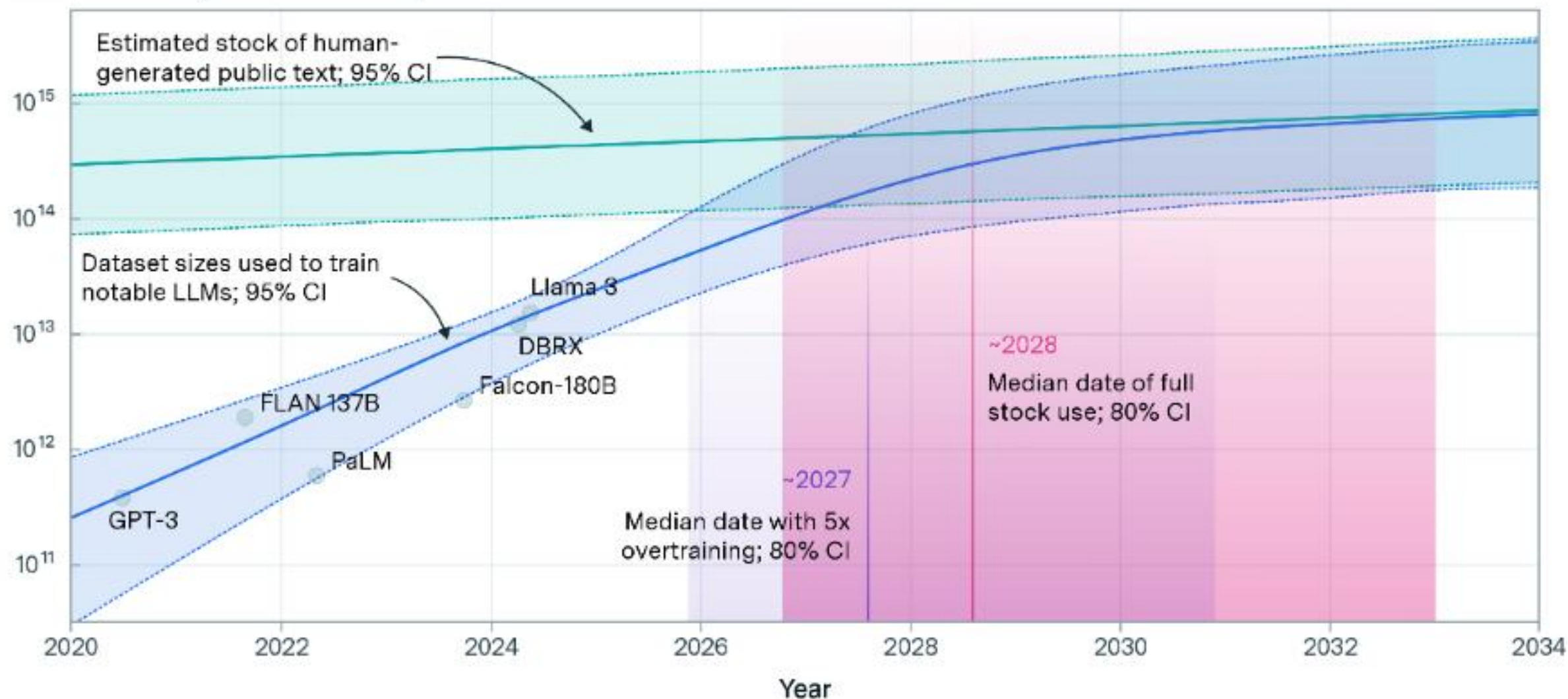


Two years ago, a study came that claiming that we will run out of data to train LLM by 2028. Do you think that synthetic data can help overcome the data scarcity problem? What's your view on synthetic data more generally (e.g. when it comes to replacing sensitive or expensive data)?

Projections of the stock of public text and data usage

EPOCH AI

Effective stock (number of tokens)



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Key Takeaways



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Question & Answer



#DDSUMMIT