

# Panel Discussion

# Data

# Visualisation

How to Turn Complex Customer  
Journey Data into Clear  
Insights

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BERLIN  
4 MARCH 2025  
INTERCONTINENTAL HOTEL  
#DDSUMMIT



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slido

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**What is the biggest challenge you face when you order food or select a hotel online?**

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



## Data Visualisation

How to Turn Complex Customer Journey Data into Clear Insights

### QUESTION 1

What challenges do people face when they search for accommodation or order food online? And how do you tackle those with data visualisation/Analysis?



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### QUESTION 2

How do you balance detail and simplicity when visualising customer journey data?



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### QUESTION 3

What are the main causes of data complexity? And how do your businesses overcome such challenges?





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### QUESTION 4

In the era of AI, how does your business utilise new technologies to make better and more efficient use of data?



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### EXTRA QUESTION

How do you make data more engaging for non-technical stakeholders?



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## Key Takeaways





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## Question & Answer



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