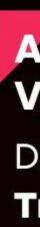
# Panel Discussion Data Visualisation





How to Turn Complex Customer Journey Data into Clear Insights

> Senior Team Lead Product Analytics Just Eat Takeaway

BERLIN 4 MARCH 2025 INTERCONTINENTAL HOTEL #DDSUMMIT







#### Director, Data Partnerships **TrustYou**

### DR. KHALED ALZAFARI



### TEDDY FUNG

Global Event Director Data Demystified Summit Team @BEETc.

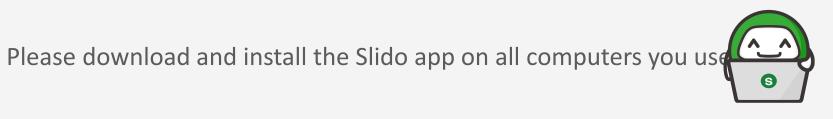






What is the biggest challenge you face when you order food or select a hotel online?

(i) Start presenting to display the poll results on this slide.





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#### 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 nontechnical stakeholders?





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# Key Takeaways





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# Question & Answer

