DATA DEMYSTIFIED SUMMIT

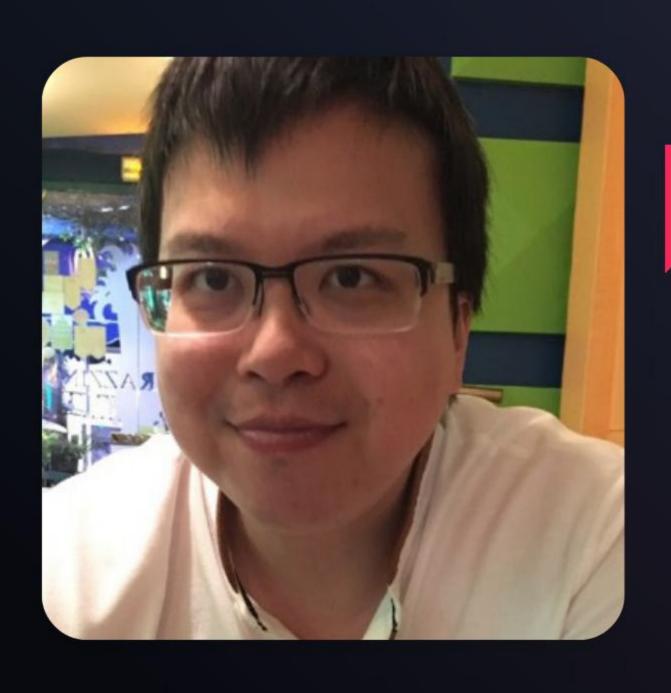
Panel Discussion

Data Analytics

Utilising Al and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences



More Info



TED
WANG
Head of Engineering
Beam Mobility



ASHISH ARORA

Senior Vice President, Head of Data Analytics, Innovation & Al Central Food Retail Group

MILK ANSHERA CHUMCHAIVATE

Former Head of Data Intelligence δ Customer Insights

A Leading Banking Company



TAE SURADEJ
PANICH
Chief Data Officer
Sunday Insurance





What is the biggest barrier your organisation faces in using AI for customer insights?







Utilising AI and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences

QUESTION 1

How are your organisations/industries currently using AI to understand customer behaviour, and what are the biggest challenges they face in turning data into actionable insights?





Utilising AI and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences

QUESTION 2

As we move toward hyper-targeted marketing, how can businesses balance personalisation with customer trust and data privacy?



#DDSUMMIT

Utilising AI and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences

QUESTION 3

What emerging AI or analytics technologies do you believe will reshape how we segment and engage customers over the next 2-3 years?





Utilising AI and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences

QUESTION 4

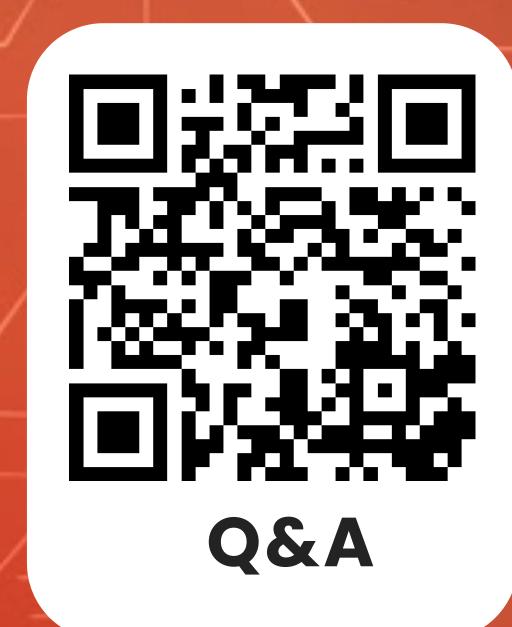
How can an organisation foster cross-functional collaboration between data scientists, marketers, and privacy officers to ensure Al-driven strategies are both effective and ethically sound?



Utilising Al and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences

QUESTION 5

How can Al be leveraged to analyze and extract insights from customer reviews at scale?







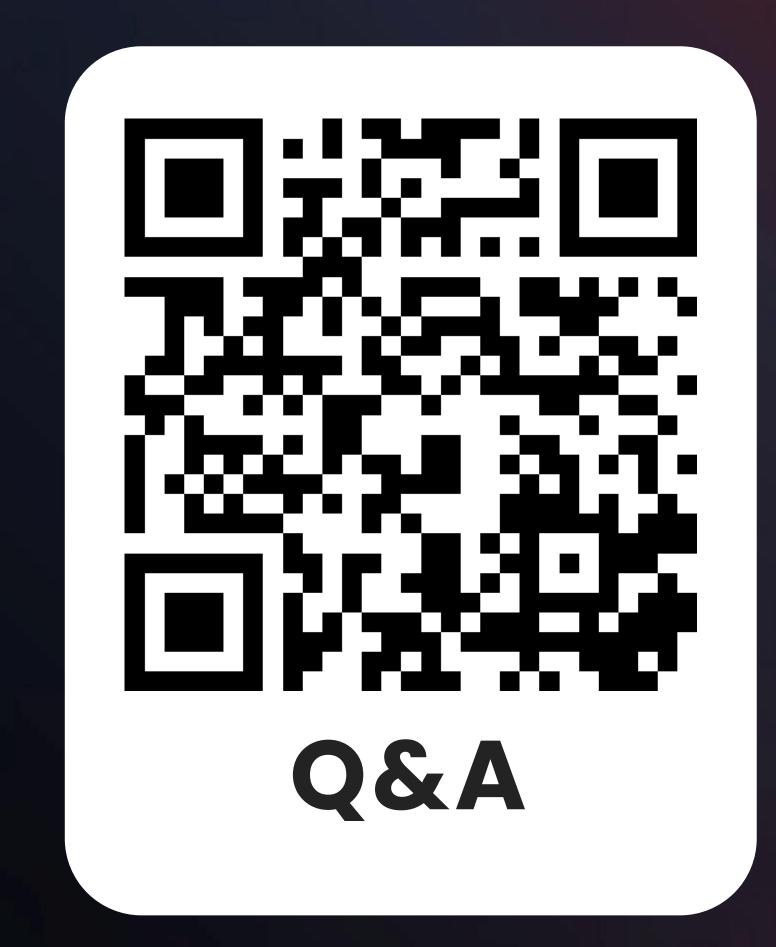
How confident are you that your organisation's personalisation efforts respect customer privacy and build trust?







Utilising AI and Advanced Analytics: Extracting Actionable Insights from Customer Behaviours and Preferences



Submit your questions here!