

7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT



Panel Discussion

Data Analytics

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



More Info



**TED
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Head of Engineering
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Senior Vice President, Head of Data
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**MILK ANSHERA
CHUMCHAIVATE**

Former Head of Data Intelligence &
Customer Insights
A Leading Banking Company



**TAE SURADEJ
PANICH**

Chief Data Officer
Sunday Insurance



Lead Panellist



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



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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?



Q&A

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QUESTION 2

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



Q&A

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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?



Q&A

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QUESTION 4

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



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QUESTION 5

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



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



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Q&A

Submit your questions here!

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