7 OCTOBER 2025 | HOTEL NIKKO BANGKOK | #DDSUMMIT

DATA DEMYSTIFIED SUMMIT

AI & Data Strategy

Good Data, Great AI: Solving Each Phase of the Data Journey

SEIICHIRO KODAMA

Manager of Global Business Development

BrainPad

More Info

BrainPad LINE Official

LinkedIn

Good Data, Great AI

Solving Each Phase of the Data Journey

BrainPad

Introduction

[Name]

Seiichiro Kodama(Sei)

[Role]

Manager of overseas business development

[Background]

Born in Japan, Lived in Indonesia, Living in Thai

[Career]

Driving business growth through Data analytics & digital marketing expertise for 10 years

[Hobby]

-Tennis, Golf

BrainPad

Data analytics company from Japan

Mission: Data-driven as Usual

Established **2004** **(listed)**

Supported more than
1,400 companies

More than
100
Business consultant

More than
200
Data scientist

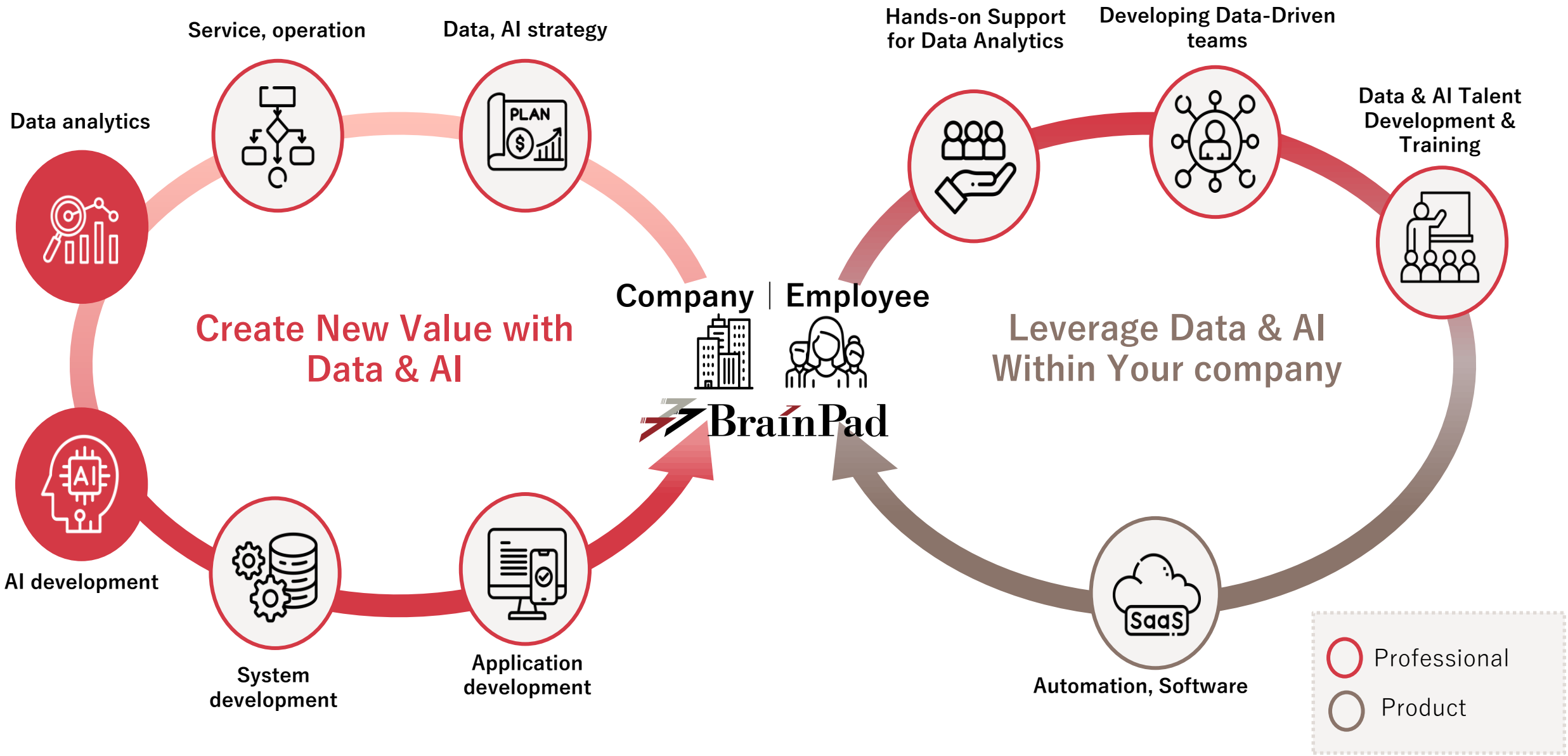
More than
100
Data engineer

Professional service

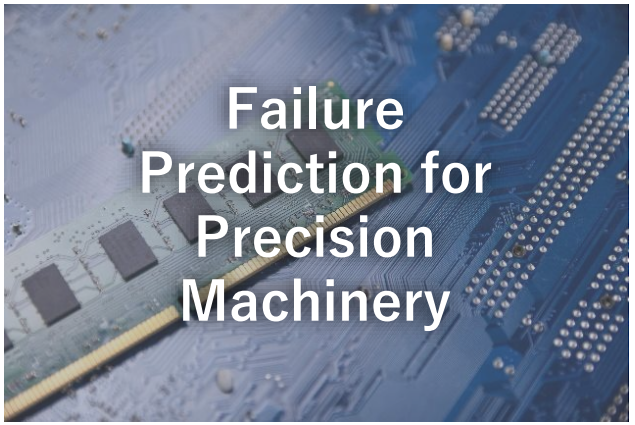
Product service

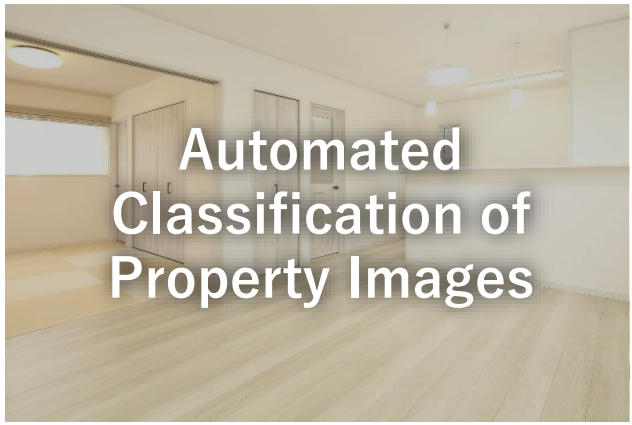
Data-Driven Talent Development

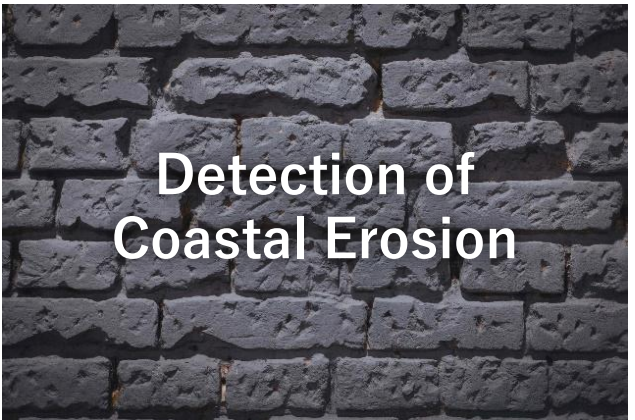
We are broadly expanding our business with data analytics

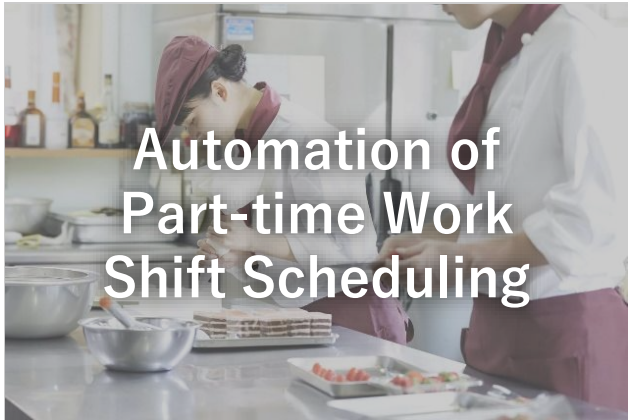


Our case of Data analytics & AI









Customer reference

LINEヤフー
Google
ITOCHU
TOYOTA
JAPAN AIRLINES
リそなグループ
docomo
セブン&アイNetMedia
.life
welcia
LAWSON
OWNDAYS
Asahi
SHISEIDO ONLINE STORE
NITORI
NISSAN MOTOR CORPORATION
TAKASHIMAYA ONLINE STORE
MITSUBISHI ELECTRIC Changes for the Better
今日を愛する。LION
PEACH JOHN
unicharm Love Your Possibilities
UCC Good Coffee Smile
DIESEL
MUFG
JCB
JR九州
ヤマト運輸
イオン銀行
ネットで住みかえ ノムコム nomu.com
@cosme
nishikawa
SEKISUI HOUSE
HILTON WORLDWIDE
FUJIFILM
ゆうちょ銀行
SMBC 三井住友フィナンシャルグループ
SEGA
ADK
BANDAI NAMCO Fun for All into the Future
株式会社バンダイナムコ ネクサス

Supporting business in Thai too

Case1: Growth of Shiseido's "Elixir" driven by Data × CRM

18 Consecutive Years of No.1 Sales!
Growth strategy of Shiseido's "Elixir" driven by Data × CRM

SHISEIDO ELIXIR

- A skincare brand specialized in anti-aging, ranked No.1 in sales in Japan for 18 consecutive years.
- In 2022, the brand renewed its structure and introduced a new CRM strategy, boosting purchase volume to 140% year-on-year.

[Data Integration]
Collect all online and offline data (receipt uploads)

[Personalized Recommendations]
Propose suitable skincare based on skin analysis results

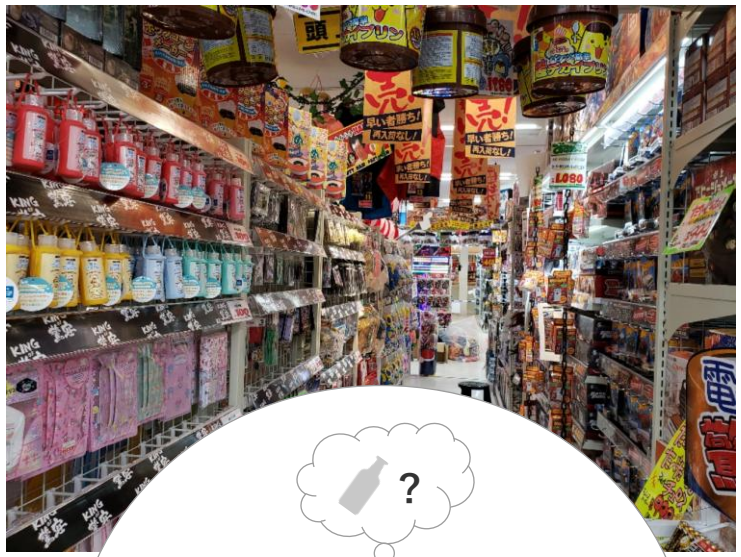
[Loyalty Program]
Awards, provide member-exclusive samples, trial opportunities

[CRM Communication]
Scenario messaging, customer analysis, enhanced engagement

Case2: DONKI｜In-store map to improve operational efficiency

Pain point

Difficult to find the product customers are looking for



Solution

Data correction

■Register product locations from shelf images

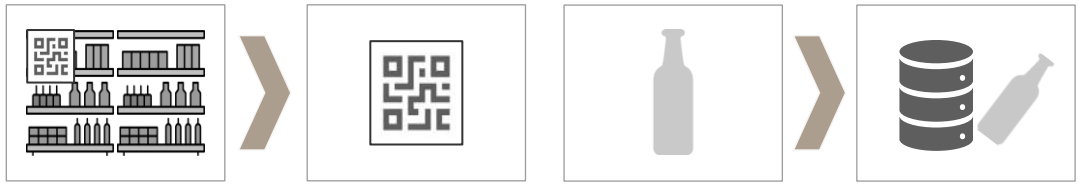


Image of shelf with QR code

Identify from shelf's ID

Extract and identify products from shelf images

Register product location in the database

■Identify products and their display locations

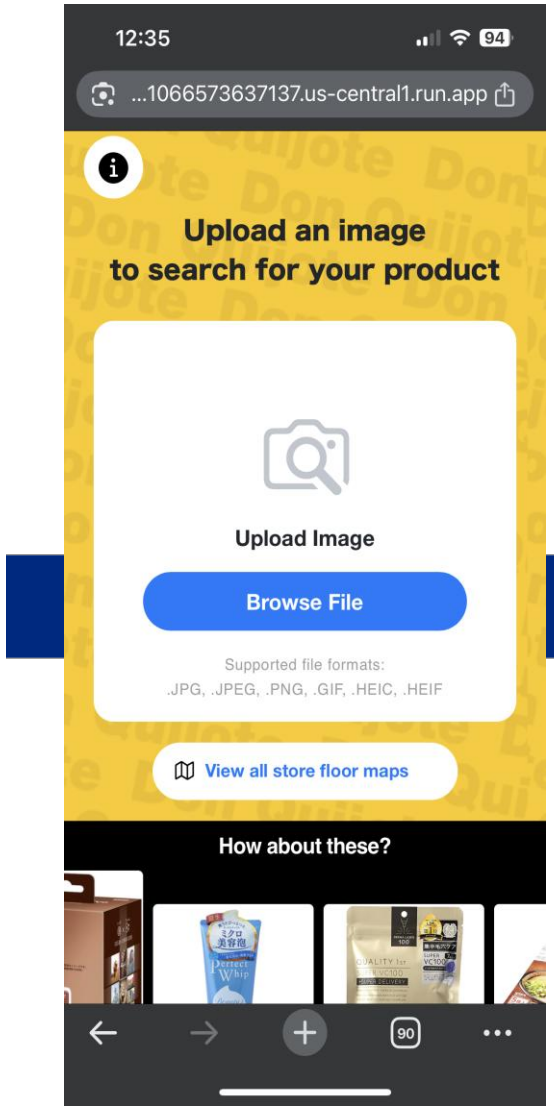
Image showing the product

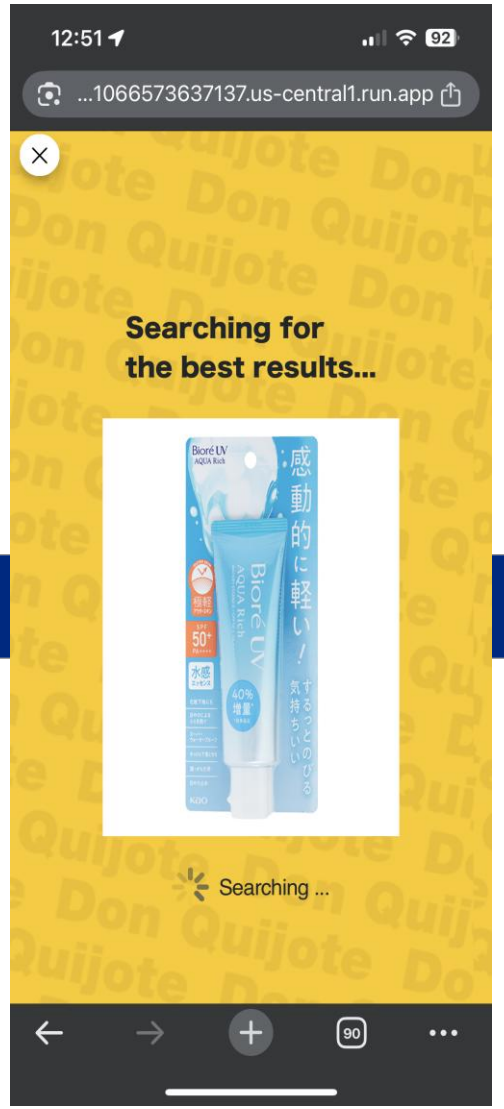
Extract and identify products from images

Identify display locations from database

Developing app

Case2: DONKI｜In-store map to improve operational efficiency

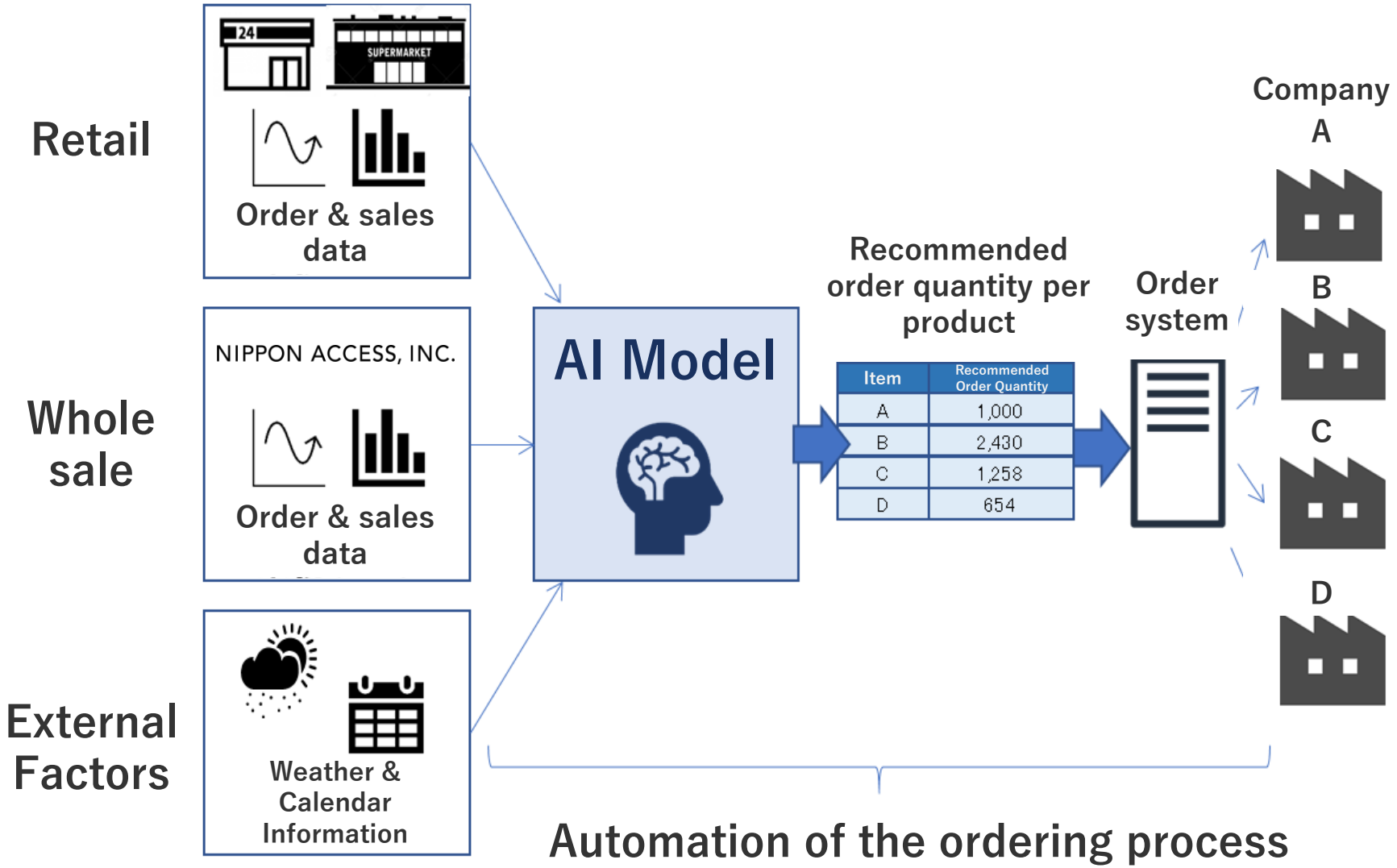




QR code and either update or select a product image to display an in-store map

Case3: NIPPON ACCESS, INC.
Demand forecasting for inventory optimization and automation

Overview of the Automated Ordering Model



Effects

Inventory Reduction

10～30%

Order Process

Workload reduced by half

Why these companies succeed with Data?

Accurate Data Collection & Understanding

What we can say after 20 years of working with data

Common pain-point of Data utilization

1. Limited Data Availability

- Reliance on 3rd-party data
- Lack of on-site data

3. Lack of Know-how & Talent

- Hypothesis & actions after analysis
- Shortage of skilled data professionals

What Can We Do for You?

Success to use Data, AI!

2. Dirty / Messy Data

- Complex product master design
- Duplicate records

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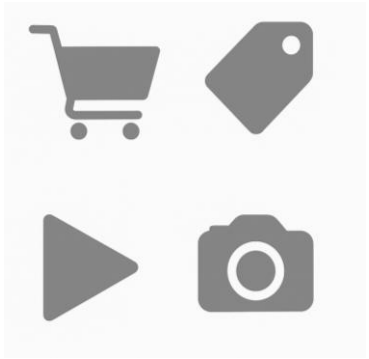
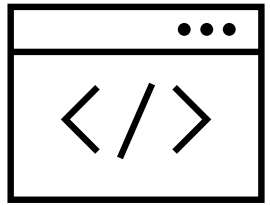
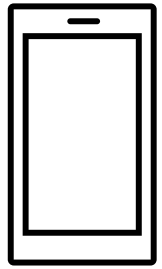
Success to use Data, AI!

Reliance on 3rd-party data

Customer's choice

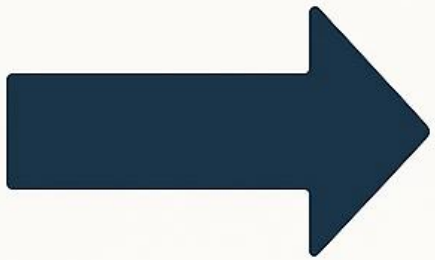
3rd party platform		1st party platform	
			
Marketplace	Social media	Website	Mobile App

The amount of first-party data is limited.

Our suggestion

Customer Quantity

Focus on



Customer Voice

Personalize Based on Customer Feedback ”action+ GenAI”

action+ GenAI

Search
like web browser and
discover your hidden wishes

Lack of on-site data

Example: Retail shop

Shop A

Differences in sales performance, employees, and operating manuals

Shop B

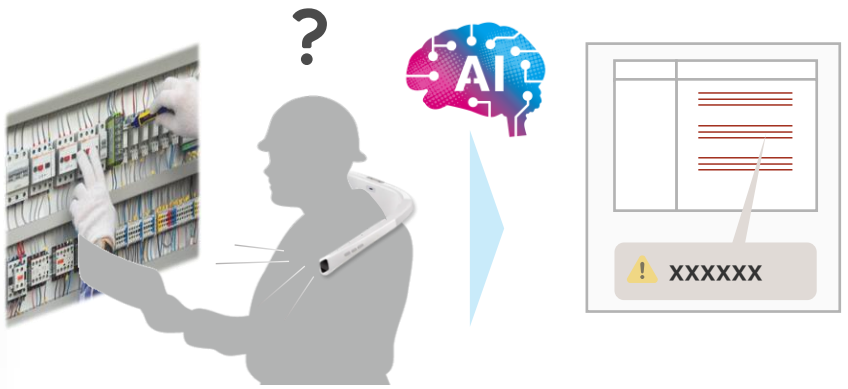
HQ

Unclear field conditions and non-unified staff processes

On-site Data Collection & Manual Creation”COROKO”

-Record work via video/audio
-Automatically generate manuals

THINKLET



-Identify opportunities for process improvement
-Detect overlooked anomalies on-site

Potential Customer

COROKO

Video list

eport

ormat

ser Management

Video list

A list of registered videos is displayed.

Video upload

Desk recovery demo

Playing time: 56 seconds
Size: 134.9 MB
Uploaded: 2025/10/5 12:20:17

Snack service demo

Playing time: 21 seconds
Size: 53.6 MB
Uploaded: 2025/10/5 12:19:25

Taxi assembly work vide...

Playing time: 23 minutes 3 seconds
Size: 113.2 MB
Uploaded: 2025/9/16 20:41:11

Spotfire Semiconductor ...

Playing time: 13 minutes 55 seconds
Uploaded: 2025/9/11 17:01:18

スクリーンレコーダー が画面を共有しています。 共有を停止 非表示

https://app.coroko.jp/videos/b6f8d64a-2499-42ba-9414-794863762a77

1:09
2025/10/06

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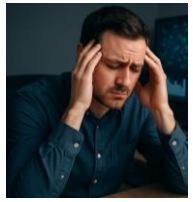
Success to use Data, AI!

Reason of dirty / messy Data



Pain point faced by Data Analysts

Too Many Campaigns, Too Often

Increasing Product Codes Across Distributors

Complex manual work & errors

Product data

A	B	C	D
Product Code	Item Name	Category	
ABC123	Widget A	Widgets	
XYZ456	Widget B	Widgets	
LMN789	Gadget C	Gadgets	
XYZ456	Gizmo D	Gizmos	
YZZ456	Wid B	Wid	
HBC012	W		
Widget			

Complex Data Structure

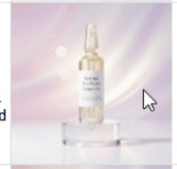
Data environment not ready for proper analysis

Data Expansion Agent “Data+”

product_master_with_image_urls

ファイル 編集 表示 挿入 表示形式 データ ツール 拡張機能 ヘルプ

A1 product_name

	A	B	C	D	E
1	product_name	category	Product Description	Image	tags
2	Bio-Firm Peptide Sculpt	Serum & High-Potency Treatment	A potent gel-serum with a tri-peptide complex designed to restore firmness and elasticity. It visibly targets the look of sagging and smooths deep wrinkles, combating overall signs of aging.		Loss of Firmness Fine & Deep Wrinkles Signs of Aging
3	Retinol Resilience Ampoule	Serum & High-Potency Treatment	Single-dose ampoules delivering encapsulated retinol. Works overnight to reduce the visibility of both fine and deep wrinkles, promoting cellular renewal to fight signs of aging.		Fine & Deep Wrinkles Signs of Aging
4	C-Bright Spotless Elixir	Serum & High-Potency Treatment	An elixir with Vitamin C and Ferulic Acid. Powerfully targets dark spots and sun damage, resulting in a more uniform and bright uneven skin tone and addressing dullness.		Dark Spots & Sun Damage Uneven Skin Tone Dull & Lackluster Skin
5	Hyaluron Hydro-Plump Shot	Serum & High-Potency Treatment	A highly concentrated, multi-molecular hyaluronic acid serum. Instantly relieves severe dry skin, plumping up the look of wrinkles and providing intense, sustained hydration.		Dry Skin Fine & Deep Wrinkles
6	Radiant Renewal Glycolic Serum	Serum & High-Potency Treatment	Uses a gentle concentration of glycolic acid to sweep away surface dead cells. Dramatically reduces dullness and uneven skin tone, restoring an immediate, vibrant radiance.		Dull & Lackluster Skin Uneven Skin Tone

product_master_bastet | product_master | tag_master

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Success to use Data, AI!

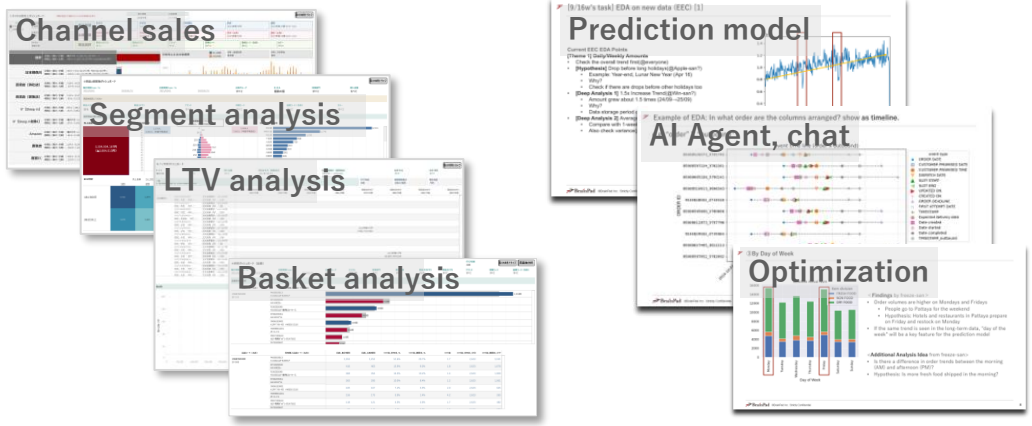
AI & Data Solutions Built Around You

Data analytics AI development

Data analytics

AI development

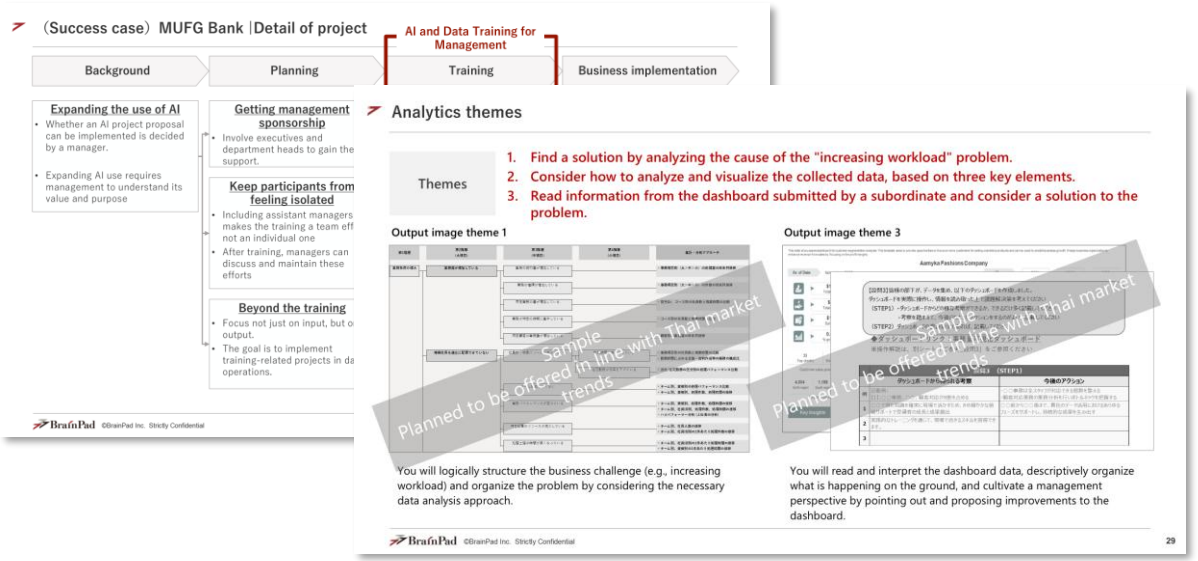
Data, AI Advisor



Data AI training

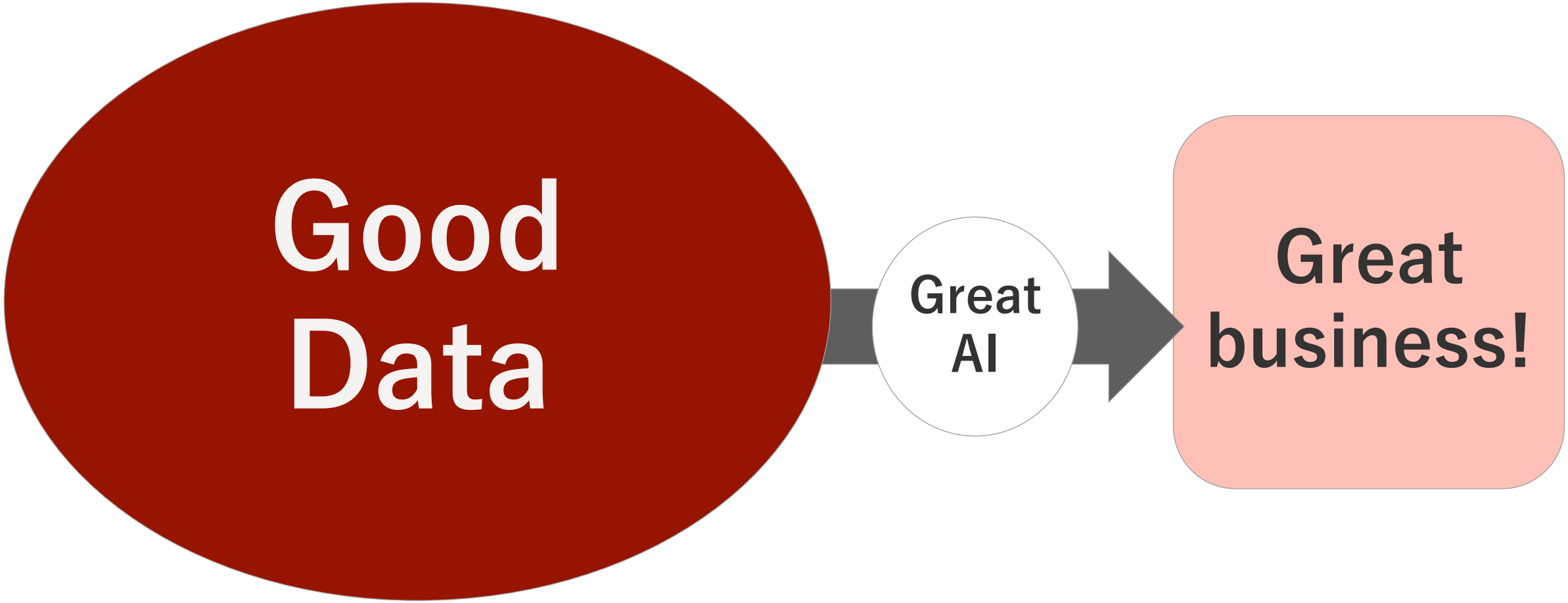
Developing Data-Driven teams

Data & AI Talent Development & Training



We provide the best solutions tailored to your needs

Summary



We'll share today's slide when you visit our booth!
We are looking forward to talking with you