

Data Analytics

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



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How is your organisation currently using AI or advanced analytics to understand customer behaviour?

Question 1

How has your organisation used AI or analytics to unlock new understanding of customer behaviour across different digital touchpoints?



Q&A

Question 2

How do you approach personalisation in your organisation, ensuring compliance and customer trust as cookies are becoming obsolete?



Q&A



Question 3

Can you share a practical example where predictive analytics or generative AI made a measurable impact on conversion or retention in your business?



Q&A



Q&A

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