



3 Data & AI



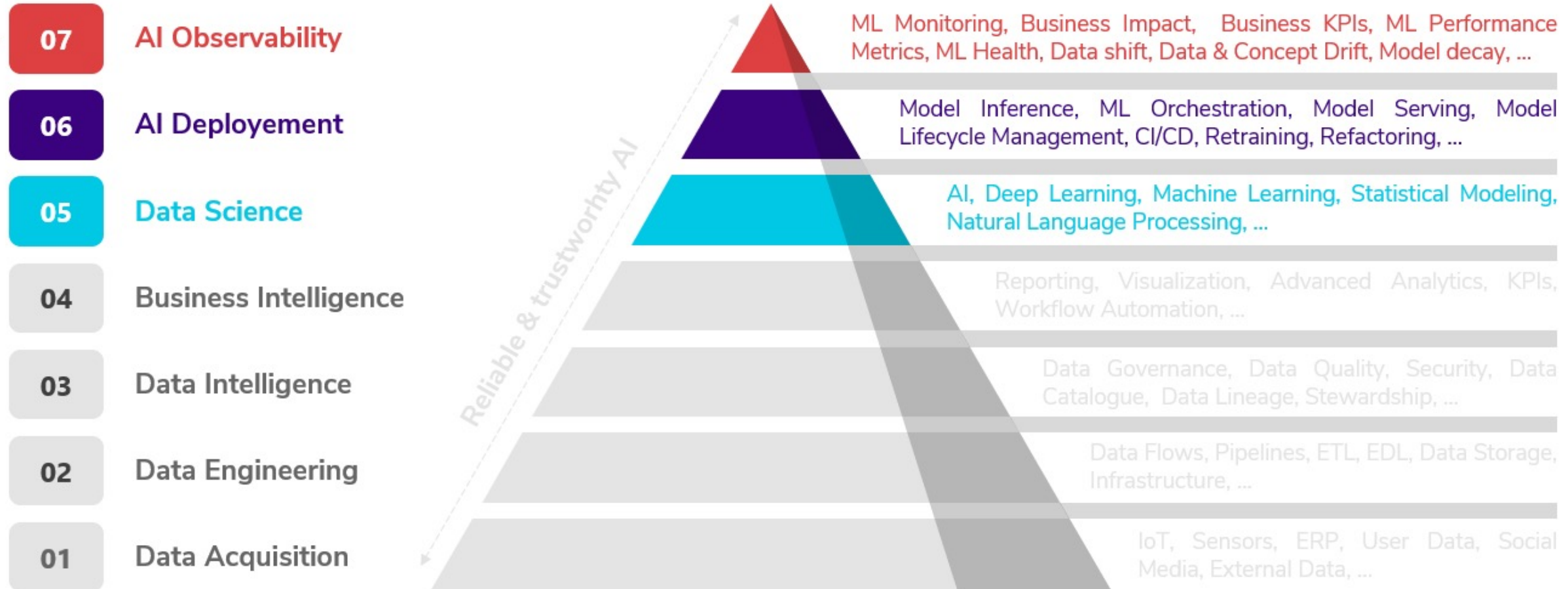
Synergies between Data and AI



Data and AI are merging into a synergic relationship, where AI is useless without data, and mastering data is almost impossible without AI.



AI hierarchy of needs





What is good data?

Dimensions of data quality

Accuracy

- Data reflects the real world

Completeness

- Data as comprehensive as expected

Timeliness

- Data available for use when needed

Consistency

- Data consistent across all systems

Uniqueness

- Each data entry one of its kind

Validity

- Data still useful or obsolete





Importance of data quality

Data quality is often a reflection of the company

Low quality points to poor processes

Low data quality can lead to massive failure in data initiatives

Low engagement of stakeholders and lack of trust

Data quality issues can take many different forms

Difficult to have a single one-size-fits all solution

Root cause is almost always the same

- Low quality implementations
- Inflexible infrastructures
- Bad data governance



Data Governance and AI

Data Quality

Correct, consistent and free of “noise”

Data Availability

Available and easy to obtain

Data Usability

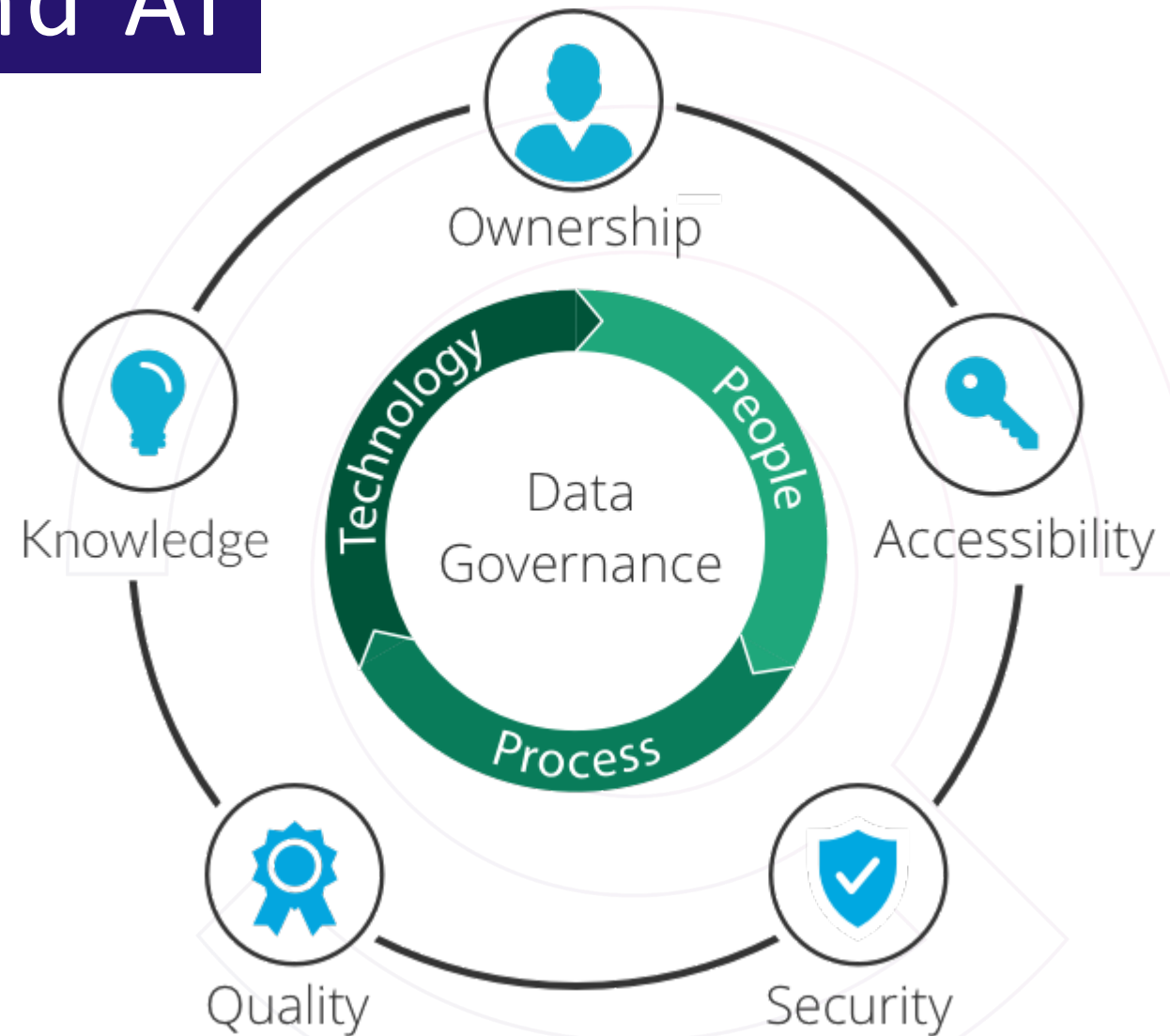
Structured, documented and labelled

Data Integrity

Retains essential qualities

Data Security

Sensitivity, prevents loss and leakage

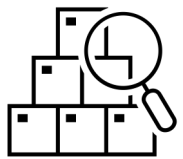




AI and Data Cataloguing

As AI is **useless without data**. Handling large and complex data will be **very difficult without AI**.

Data catalogues powered by AI:



Search engines

Recommender systems



Automatic data linking

Error detection



Sensitive data detection



Trends in Data and AI for 2021

There is a lot of **momentum from covid**

Customer experience analytics take center stage

Leveraging external data helps outperform competitors

CDO are at the centre of the move to a **data driven culture**

Data Science is **not as sexy** as it used to

Data exposes **gaps in equity** and **empowers change**