

“Data-Driven Economy: Shaping the Future”

Thu, 19 Dec 2024 : Shangri-La Eros, New Delhi

www.cii-bigdata.in

Programme

1000 - 1050 hrs

Inaugural Session | “Data-Driven Economy: Shaping the Future”

In today’s world, data is the catalyst reshaping industries and steering economies toward innovation and efficiency. A data-driven economy leverages vast information to enhance decision-making, streamline operations, and foster personalized services across sectors—from healthcare to finance and manufacturing. By harnessing data analytics and artificial intelligence, businesses and governments can predict trends, optimize resources, and drive sustainable growth. Embracing this approach is key to building a resilient economy that can adapt and thrive in the future.

1100 hrs

Inaugural Session Concludes

1100 – 1200 hrs

Panel Discussion - I | “Data-Driven Decisions: The New Competitive Edge”

Background:

In today’s fast-paced market, data-driven decision-making has emerged as the ultimate competitive advantage. By harnessing vast data sources and advanced analytics, organizations can uncover insights that were previously hidden, allowing for more accurate forecasting, personalized customer experiences, and optimized operations. Businesses that integrate data-driven strategies can adapt swiftly to changes, innovate ahead of the curve, and make informed decisions that minimize risks. Embracing data as a core asset is now essential for those looking to lead and thrive in a data-centric future.

Discussion points:

- How data-driven decisions allow businesses to make more informed, proactive strategies that align with market trends and customer needs, improving long-term competitiveness.
- Exploring the use of artificial intelligence and machine learning in analyzing complex data sets to provide deeper insights, automate decision-making, and drive innovation.
- Discussing how organizations are treating data as a strategic asset and how businesses that leverage data analytics gain a competitive edge over those that do not.
- How data enables businesses to create personalized and targeted marketing strategies, improving customer satisfaction, loyalty, and lifetime value.
- Examining how data-driven insights help businesses identify potential risks early, mitigate uncertainties, and enhance operational efficiency, ensuring more resilient decision-making in uncertain environments.

1200 hrs

Session concludes

1200 – 1215 hrs

Tea / Coffee Break

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1215 – 1315 hrs	
Panel Discussion - II “Analytics in Action: Turning Data into Gold”	
Background:	
<p>In the modern business landscape, data is often referred to as the new oil, but it’s analytics that turns this raw material into valuable insights. By leveraging advanced analytics, organizations can uncover hidden patterns, predict future trends, and make informed decisions that drive growth. From enhancing customer experiences to optimizing operations, analytics transforms data into actionable intelligence, unlocking untapped potential. With the right tools and strategies, businesses can truly turn data into gold, fueling success and innovation.</p>	
Discussion Points:	
<ul style="list-style-type: none"> • How data-driven insights revolutionize decision-making in industries like finance and healthcare by identifying trends, forecasting outcomes, and improving planning. What ethical and privacy challenges arise with data monetization, and how can organizations balance these while maximizing value? • How businesses use real-time data to respond quickly to market changes and customer preferences, particularly in retail, supply chain, and customer service. • How predictive models help businesses forecast customer behavior, optimize inventory, and mitigate risks, and what challenges exist in implementing these models. • The role of data visualization tools in simplifying complex data for decision-makers. What are the best practices for effective data storytelling? • How businesses balance leveraging data for growth with ensuring privacy and security. What regulatory considerations should be kept in mind when using data analytics? 	
1315 hrs	Session concludes

1315 – 1415 hrs	
Panel Discussion – III “Data as the New Currency: Monetizing Information”	
Background:	
<p>In the digital age, data has become a powerful asset, often referred to as the new currency. Organizations now see data not just as a byproduct, but as a valuable resource that can be monetized. By collecting, analyzing, and strategically utilizing data, businesses can unlock new revenue streams, enhance customer experiences, and improve operational efficiencies. The ability to transform raw information into actionable insights has revolutionized industries, making data a central pillar in today’s economic landscape.</p>	
Discussion Points:	
<ul style="list-style-type: none"> • How do businesses value data, and who owns it—individuals, organizations, or third parties? Discussing the ethical issues of data ownership and privacy as data becomes a key economic asset. • Exploring data monetization models like direct sales, subscriptions, partnerships, and advertising. What are the most effective and sustainable ways for businesses to generate revenue from data? • How do AI and advanced analytics turn raw data into actionable insights, helping organizations unlock new value and enhance data monetization? • How can companies ensure data privacy and comply with regulations like GDPR while balancing data monetization and protecting individual rights? • How does the monetization of personal data impact consumer behavior and business competition? Discuss how businesses can use data to tailor services while ensuring transparency and trust with customers. 	
1415 hrs	Session concludes
1415 onwards	Networking Lunch & Conclave Concludes