

SparkMeet x CamTech AI Series

Leveraging Data as a Fuel for Your Business Decision

Date: 20th July 2023, 1:00pm - 4:30pm

Venue: 6th Floor, CamTech University

Target Audience: Academics, Industries, Researchers, Students

Synopsis

In today's digital era, Data plays a critical role in making informed business decisions. It allows businesses to identify trends and patterns, improve efficiency, use predictive analytics, measure success, gain customer insights, and manage risks effectively. By leveraging data, businesses can stay ahead of competitors and achieve their goals in an ever-changing marketplace. In this seminar, our distinguished speakers will delve into the use of data-driven decision making in both the global and Cambodia markets. Through various case studies, they will demonstrate how businesses across different sectors can leverage data to inform their strategic decisions. Additionally, our speakers will offer insights on how to improve one's proficiency in data science. During the Fireside Chat session, our panelists will further discuss Cambodia's level of readiness and ability to adopt data analytics tools and technology, which can help drive business growth and development.

Organized by:



CamTech
— KNOWLEDGE, REASON, CHARACTER —



Agenda:

Time	Speech
1:00 pm - 1:30 pm	Registration & Networking
1:30 pm - 1:35 pm	Introduction & Agenda by MC
1:35 pm - 1:45 pm	Opening Remarks Dr. Chea Vatana <i>Vice President of Research and Innovation, CamTech University</i>
1:45 pm - 2:05 pm	Keynote: TBC Representative of Techo Startup Center
2:05 pm - 2:20 pm	Business Intelligence - Markets Demands Mr. Greg Wolszczak <i>Reporting & Analytics Manager, Solution BI Cambodia</i>
2:20 pm - 2:35 pm	Data Driven Decision Making - Case Study Mr. Seang Oudom <i>Location Insights Manager, ADA Cambodia</i>
2:35 pm - 2:50 pm	Data Analytics: Application and Case Study in Financial Sector Mr. Ean Sokchomrern <i>Customer Analytics and Business Portfolio Manager, J Trust Bank</i>
2:50 pm - 3:05 pm	Mastering Your Data Science Skill Dr. Prum Sophea <i>Vice Dean of Faculty of Engineering, CamTech University</i>
3:05 pm - 3:30 pm	Refreshment Break & Networking

3:30 pm - 4:10 pm	<p>Fireside Chat: “Leveraging Data as a Fuel for Your Business Decision - Readiness and Preparedness”</p> <p>Moderator: Representative from Techo Startup Center (TBC)</p> <p>Panelists</p> <ul style="list-style-type: none">● Mr. Greg Wolszczak - Solution BI Cambodia● Mr. Seang Oudom - ADA Cambodia● Mr. Ean Sokchomrern - J Trust Bank● Dr. Prum Sophea - CamTech University
4:10 pm - 4:30 pm	<p>Q&A Session</p>

Organization

Expected Participants

- **CamTech Students:**
 - Year 1: 60 students compulsory
 - Year 2: 40 students compulsory
- **Other Participants:**
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Tasks	Person In Charge	Remarks
Speaker Invitation & Communication	Prum Sophea & Ouch Sovannarith	Deadline: Progress:
Flyer Design	TSC	
Fireside Chat: Questions Design	Narith	Bong Sophea looks over.
Refreshment & Budgeting	TSC	
Registration	TSC	
Venue Organization	CamTech	Deadline: 20st July 2023, 2pm - 4:30pm
Gifts for Speakers	CamTech	
Certificates for Speakers	TSC	

List of Sample Questions (TBC) for Fireside Chat

1. How should data be collected and analyzed to improve decision making for businesses?
2. What are the challenges that business owners face when using data for strategic decision making?
3. Based on current circumstances, how data-driven culture could revolutionize the way companies operate their businesses?
4. What should businesses put in mind (ethical considerations) when dealing with sensitive data?
5. For fear of cybersecurity attack around the world, each country has strengthened their respective systems to protect from potential threat. Given the case, what are some measures to protect companies from a potential data theft, and how could law and regulation compliance contribute to those measures?
6. In order to successfully leverage data for the business decision, what are the needed key skills and competencies that companies should acquire?
7. How does emerging technologies such as Artificial Intelligence and Machine Learning change the way firms collecting and processing the data?
8. What roles do leadership play in effectively utilizing the data-driven culture for businesses?
9. How does data could mitigate the uncertainty that might emerge in day-to-day operation?
10. What are some advice that you would give to those who specialized in Data Science and wish to grow within this field? And, will future trends impact their decisions? Please explain.