

DATA CONSULTING SKILLS



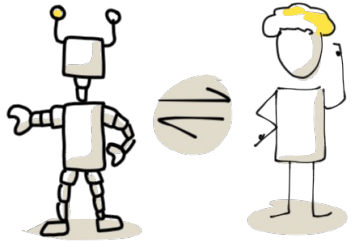
Training Material

<https://sievox.be/2024-data-consulting-skills/>





Phd Human
Computer Interaction



Inspiring

SIEVAX



Consultant
/ Advisor



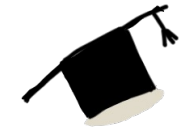
Medium
@meskensjan



janmeskens



jan@sievax.be



Coaching & Training



2 DAY TRAINING

31/7

DEFINING AND
SELLING A STORY

14/8

WORKSHOP
TECHNIQUES



2 DAY TRAINING

31/7

DEFINING AND
SELLING A STORY

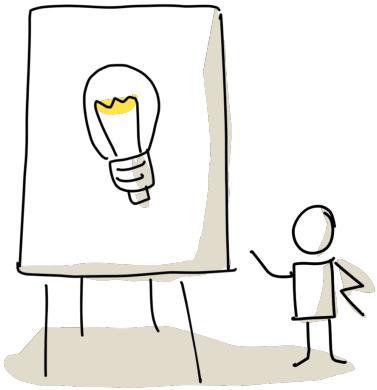
14/8

WORKSHOP
TECHNIQUES

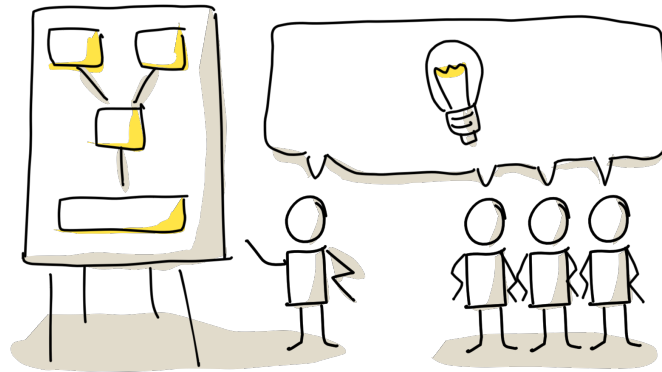


DEFINING & SELLING A STORY

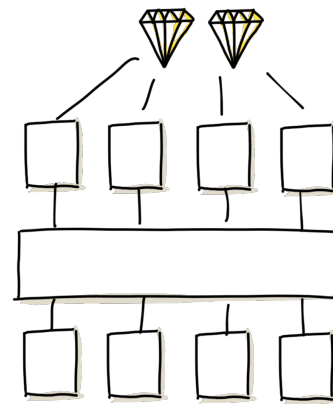
PRESENTING



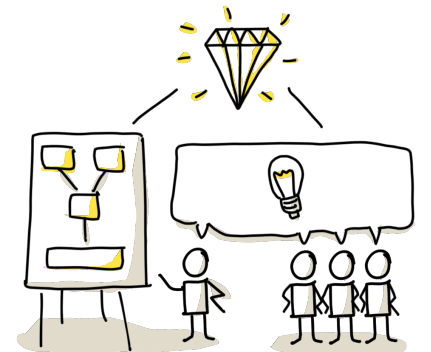
STORYTELLING



DATA COMMUNICATION FRAMEWORK

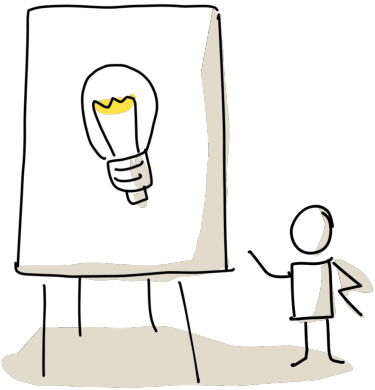


DATA VISION DEVELOPMENT

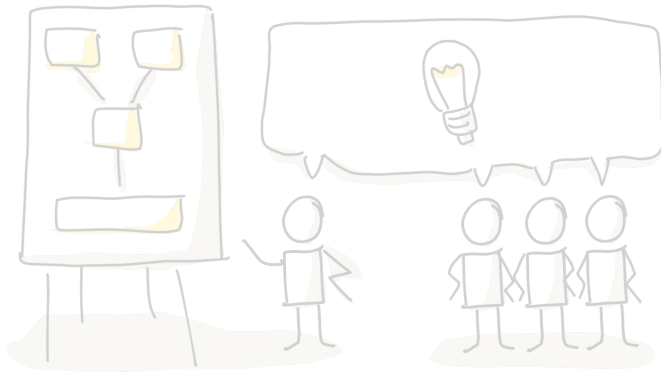


DEFINING & SELLING A STORY

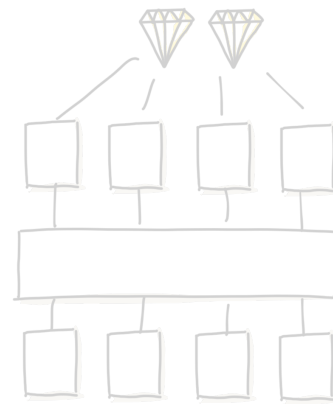
PRESENTING



STORYTELLING



DATA
COMMUNICATION
FRAMEWORK



DATA VISION
DEVELOPMENT



Exercise 1: SHOOT the messenger!

- I will give a presentation
- Pay attention and note down what I can improve
- We collect the feedback afterwards.



Colruyt-medewerkers gaan aan de slag met 'easy check-out'

02/02/2023

Innovatief kassasysteem met artificial intelligence: ergonomisch werken én sneller kassaproces

Vanaf vandaag werken de winkelmedewerkers van Colruyt Laagste Prijzen in Halle met een 'easy check-out'. Boven de kassa hangt een camera met artificial intelligence die de producten automatisch scant wanneer deze overgezet worden van de ene kar naar de andere. Dankzij dit nieuwe kassasysteem loopt het kassaproces tot een vijfde sneller en kunnen medewerkers meer ergonomisch werken, omdat ze beide handen kunnen gebruiken. Het innovatieve systeem werd volledig ontwikkeld door het innovatieteam van Colruyt Group, Smart Technics, en kende al een eerste succesvolle test in een testomgeving. De 'easy check-out' wordt vanaf vandaag getest met echte klanten in de Colruyt Laagste Prijzen-winkel van Halle en op basis daarvan wordt een verdere uitrol bepaald.

My Pitch

(inhoud is fictief 😊 - elke gelijkenis met bestaande pitches berust op toeval)

Easy Check-Out

Jan Meskens

colruyt  laagste prijzen
meilleurs prix

Inhoud

- Over mijzelf
- Technologische mogelijkheden AI
- Toepassing binnen Colruyt
- Conclusie

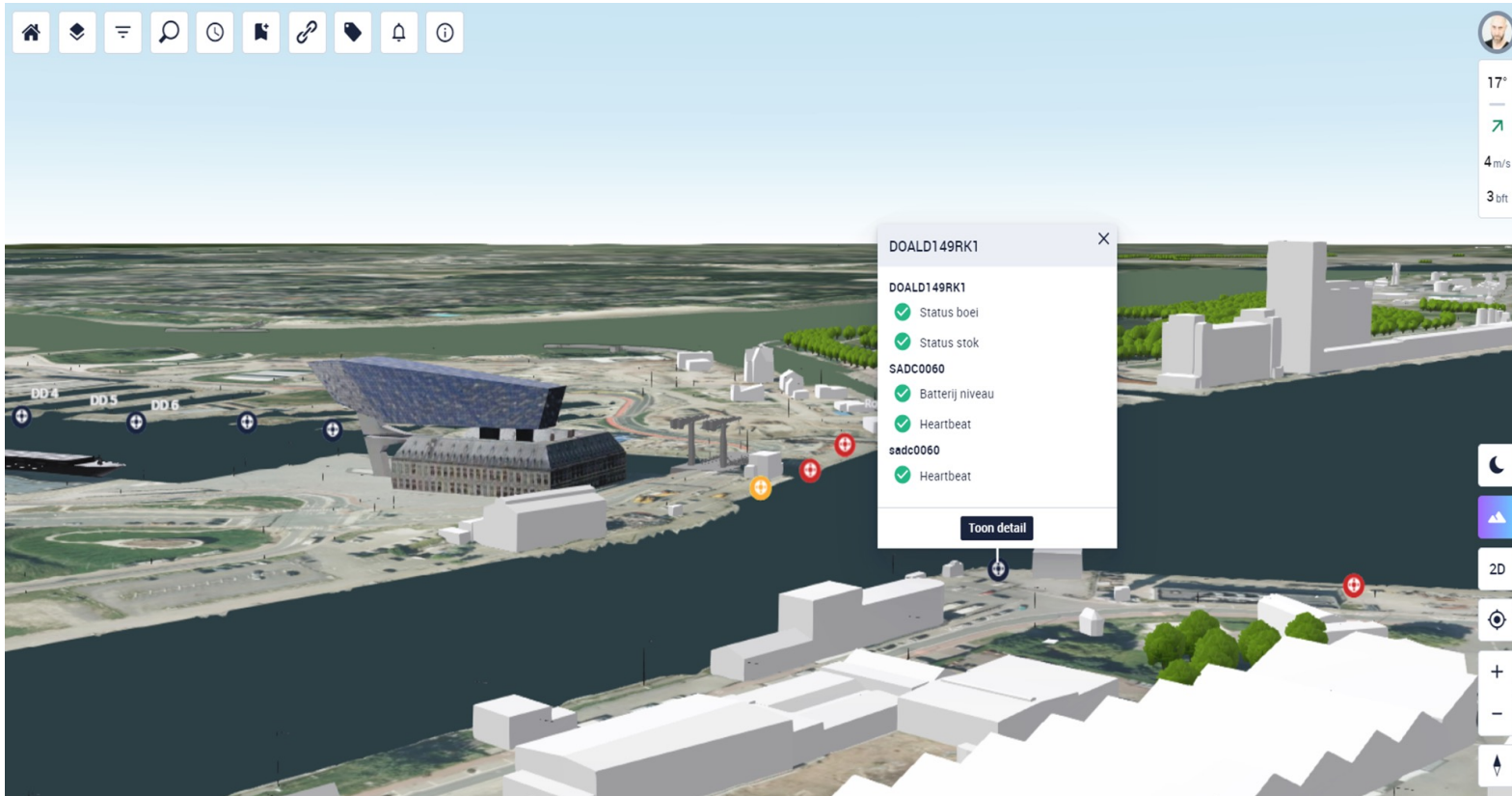
Over Mijzelf - Algemeen

- Jan Meskens
- Phd in Computerwetenschappen
- 10+ jaar actief als data consultant

Over Mijzelf – Relevante Projecten

- Smals 2010 – Oprichting cel “Predictive Analytics”
 - AI om fraude te bestrijden
 - AI om processen te optimaliseren
- Essent 2016 – Digitale Transformatie
 - AI programma voor churn prediction
 - AI bots
- Juvo 2019 – Data Team Lead
- Port of Antwerp Bruges 2020 – Data Platform Lead
 - Maturing Data & AI practices in een strategisch data programma
- Sievax 2024 – Eigen Data Strategie consulting bedrijf

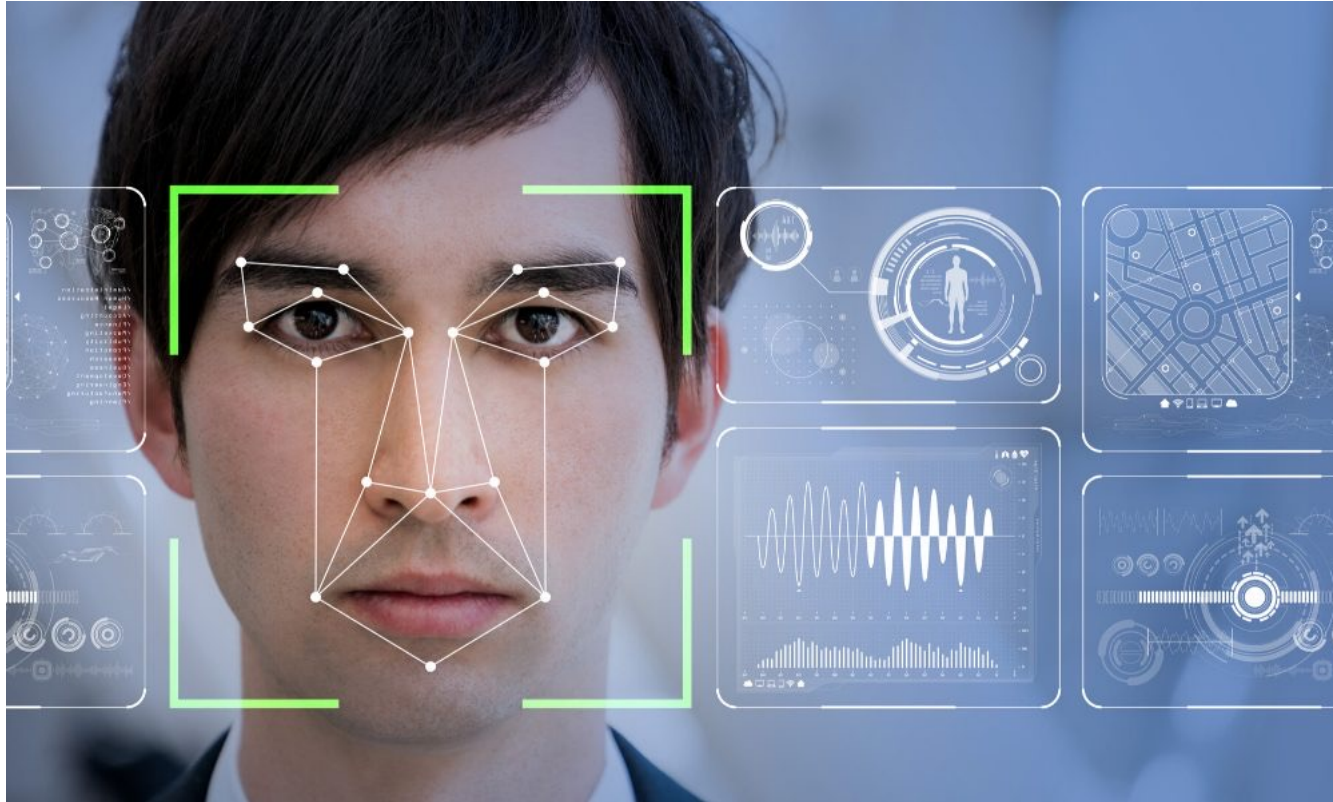
Over Mijzelf – Relevante Projecten



Technologische Mogelijkheden

- Artificiele Intelligentie technologie en mogelijkheden worden meer en meer main stream
- Herbruikbare componenten maken de technologie makkelijker toepasbaar
- Cloud maakt het mogelijk om AI modellen makkelijker te schalen
- Computer vision technologie boomt!

Voorbeeld 1: Face Recognition



Voorbeeld 2: Crop Tracker



Voorbeeld 3: Zelfrijdende Auto (R&D)



Colruyt is klaar om deze technologie toe te passen!

- Nieuwe mogelijkheden
- Klanten meer tevreden maken
- Voorsprong nemen op onze concurrenten
- Makkelijker talent aan ons binden

Mogelijke toepassingen

- Interne brainstorm gehouden (01/10/2022)
- Prioritisatie van ideeën gemaakt
- Top 3:
 1. **Snellere checkout aan de kassa**
 2. Beveiliging van het magazijn
 3. Optimaliseren van het supply chain proces

Snellere Checkout aan de kassa (1)

- Slimme camera's kunnen producten herkennen
- Voorwaarden:
 - Trainen van de camera's & AI modules (beelden annoteren)
 - Testen of de camera's voldoende accuraat de producten herkennen

Snellere Checkout aan de kassa (2)

- Als aan de voorwaarden heeft deze technologie volgende voorwaarden voor Colruyt:
 - In bulk producten herkennen aan de kassa ipv 1 voor 1 te scannen
 - Kassa medewerkers kunnen sneller werken
 - Minder files voor de klanten

Conclusie

- AI technologie biedt nieuwe mogelijkheden
- Deze mogelijkheden zijn ook toepasbaar binnen Colruyt
- Eerste toepassingsdomein is een “slimme checkout”

Q&A

colruyt  laagste prijzen
meilleurs prix

Exercise 1: SHOOT the messenger!

- Wat kan beter?

Pitch 2

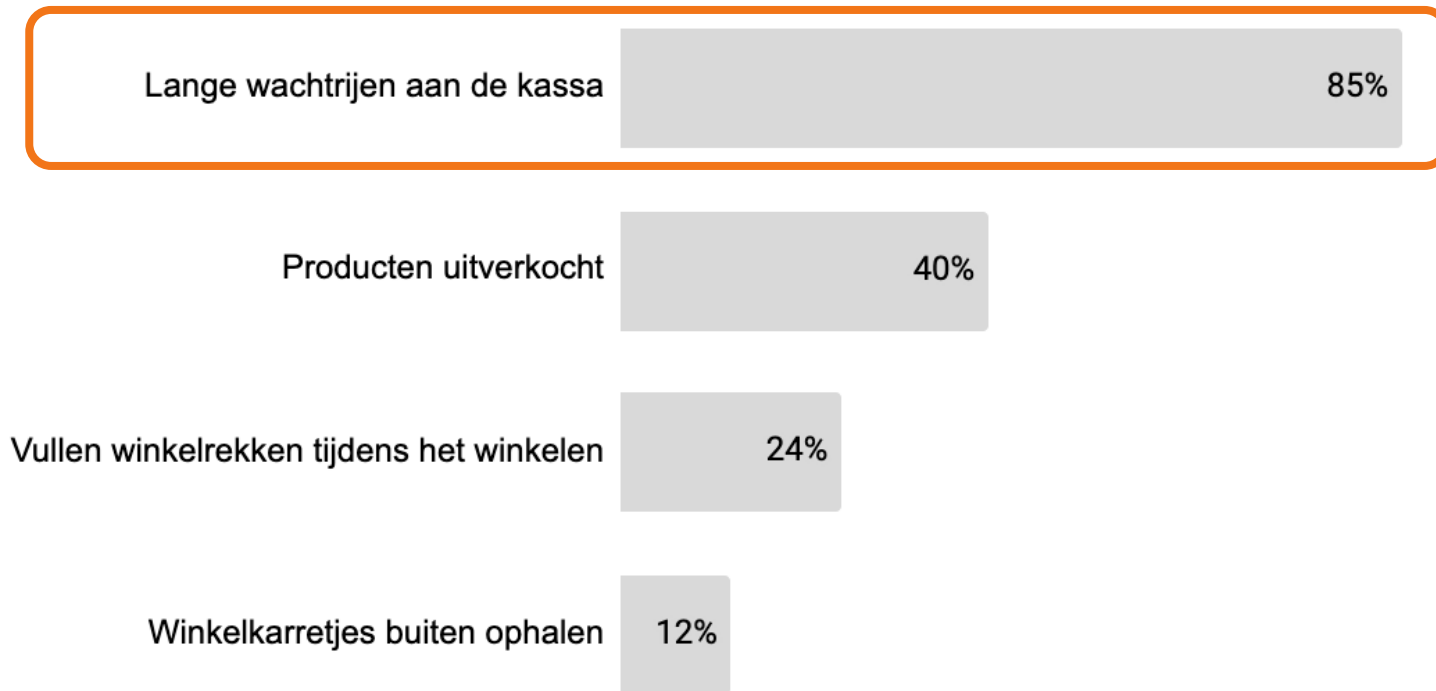
(inhoud is fictief 😊 - elke gelijkenis met bestaande pitches
berust op toeval)



Easy Check-Out

colruyt 
laagste prijzen

#1 Frustratie van Colruyt Klanten





#1 Frustratie van Colruyt Medewerkers

Supermarkt van de toekomst? In deze Aldi staat geen enkele kassa of zelfscanner



Het scannen van de app gebeurt bij de ingang. Daarna hoeft de klant niets meer te doen behalve winkelen. Beeld Marnix Schmidt

Geen gedoe meer met zelf je tros bananen scannen. Vanaf woensdag is het in Nederland mogelijk om boodschappen te doen in een volledig kassaloze Aldi.

De supermarkt van de toekomst neemt deze frustraties weg

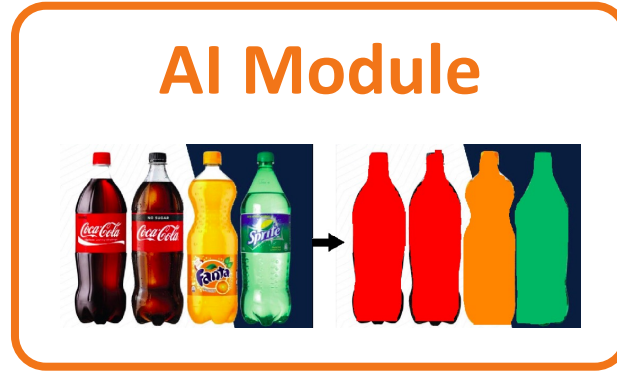


1. NIET MEER SCANNEN

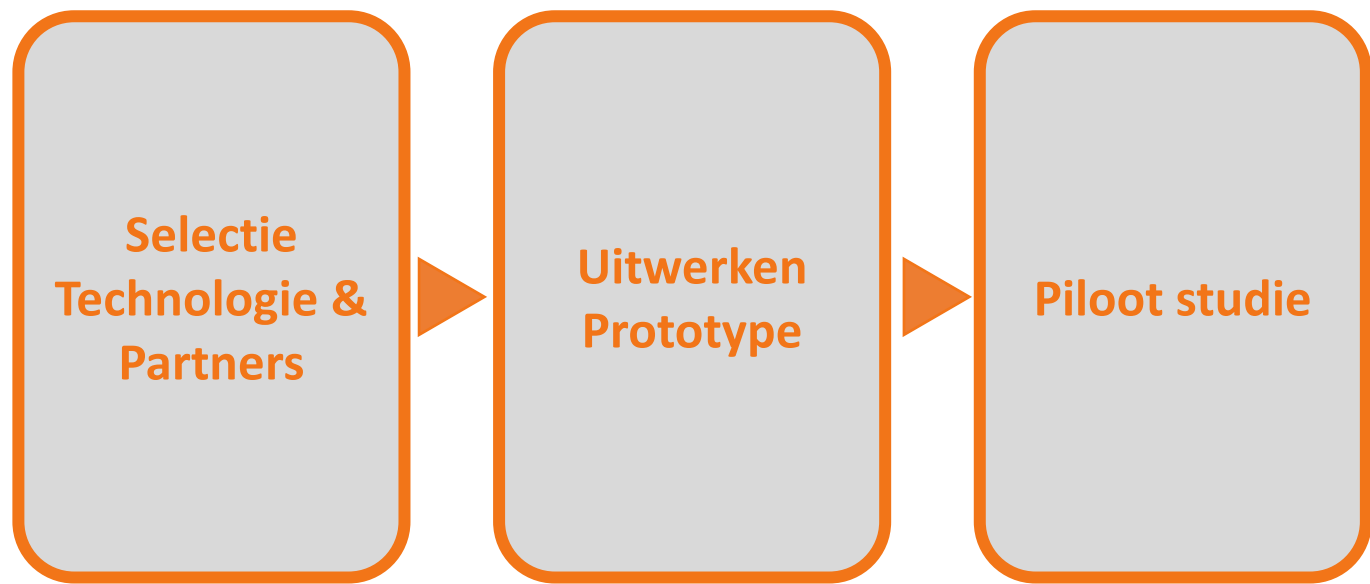


2. SLIMME WINKELKAR

De supermarkt
van de
toekomst
bij Colruyt



De AI Powered Slimme Winkelkar



Uitwerking
Slimme
Winkelkar

De Slimme Winkelkar



#1 Frustratie van Colruyt Klanten

Bron: Klanttevredenheidsonderzoek 2022, 8430 respondenten



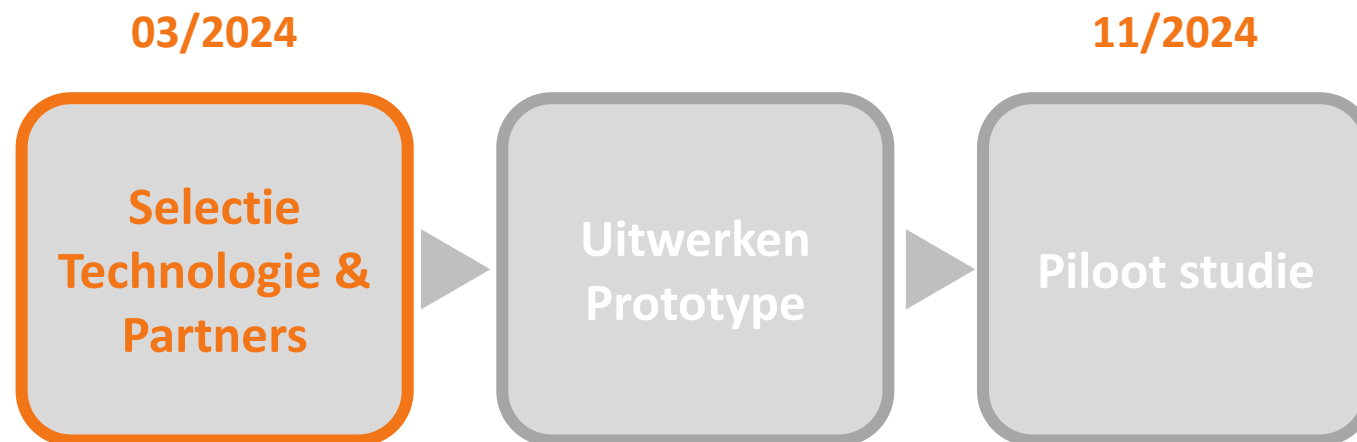
#1 Frustratie van Colruyt Medewerkers

Bron: Medewerkers workshop, Nov 2023



De AI Powered Slimme Winkelkar

Next Steps



Vragen?

Jan Meskens

Blabla Role – Blabla Company

Exercise 1: SHOOT the messenger!

- Feedback?

Exercise 2: WHO ARE YOU?

- Groups of 2 persons
- Present who you are
 - Max 5 minute presentation
 - Preparation time: Max 30 minutes
- Focus: Why should I hire you 2?

End: 10u15

Exercise 2: WHO ARE YOU?

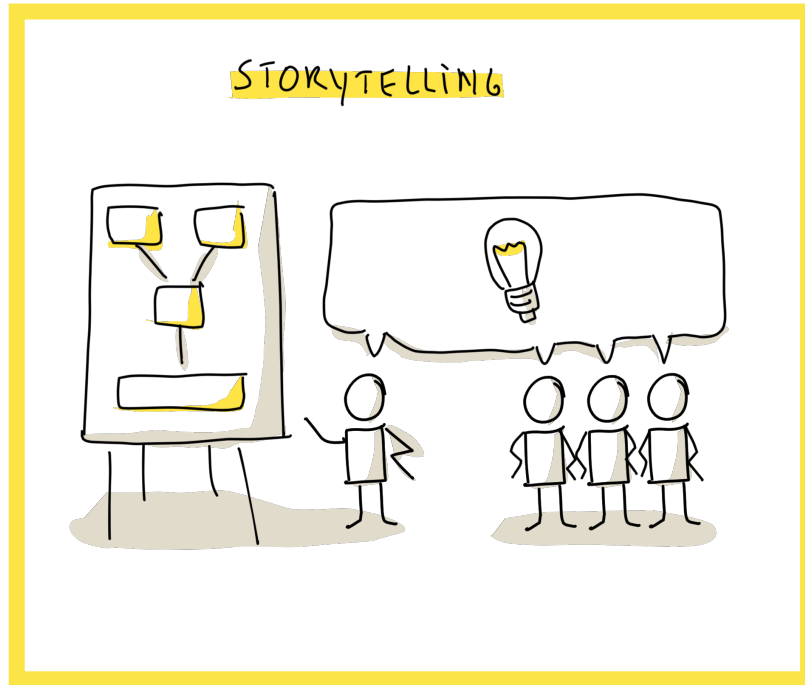
It's **YOUR** turn!

DEFINING & SELLING A STORY

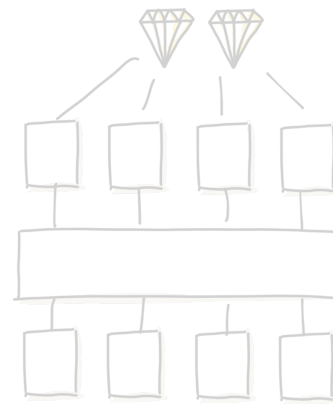
PRESENTING



STORYTELLING



DATA COMMUNICATION FRAMEWORK



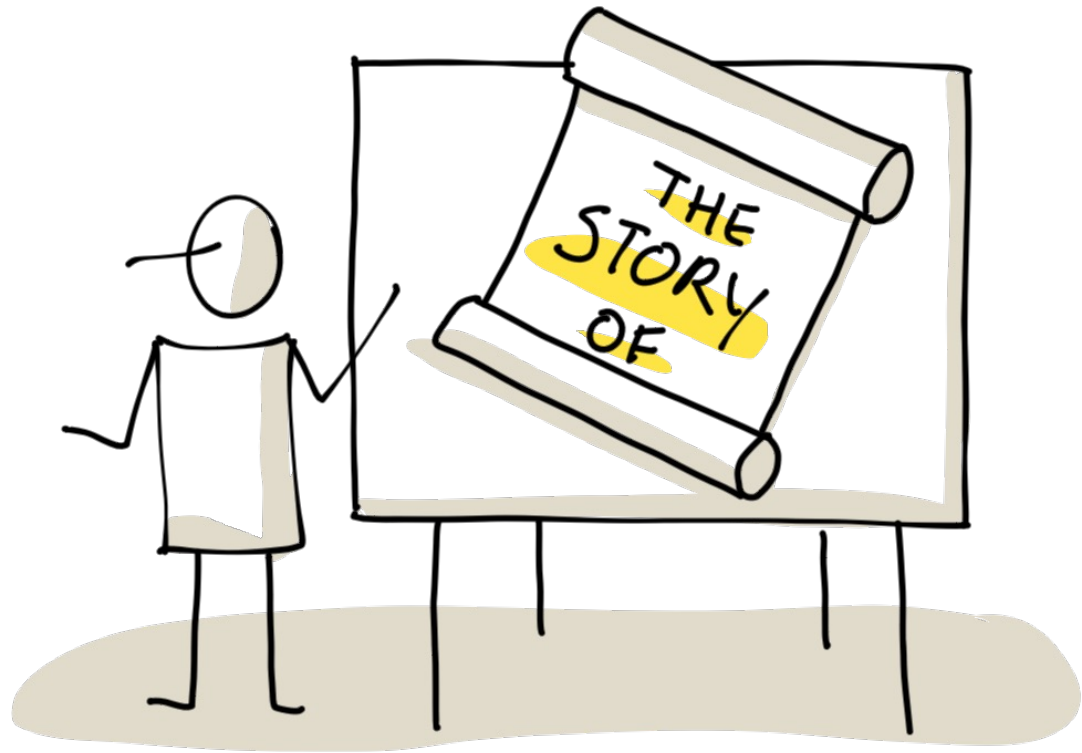
DATA VISION DEVELOPMENT



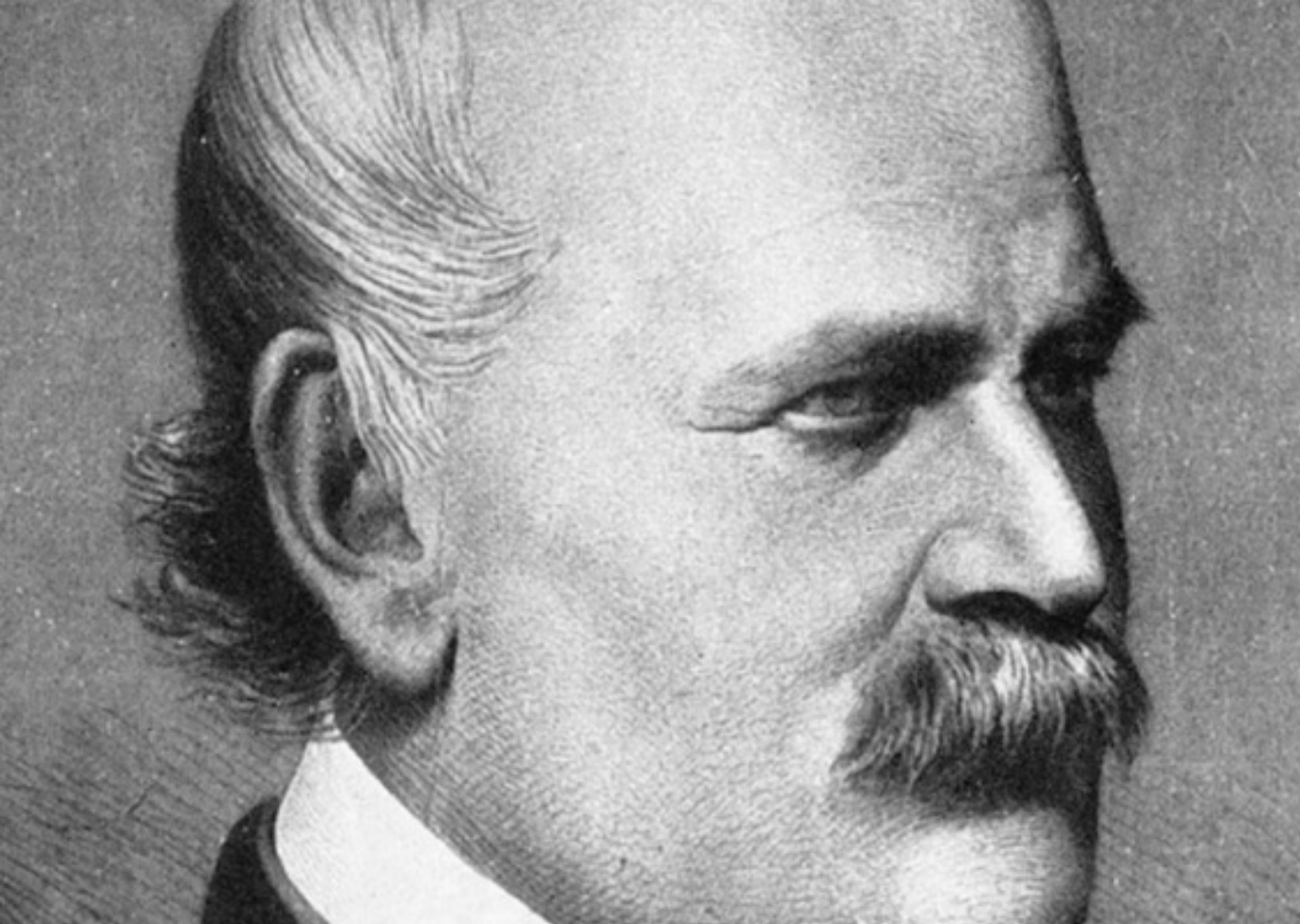
Exercise 3: YOUR FEEDBACK

- I present a story
- Give your feedback





Ignaz Semmelweis

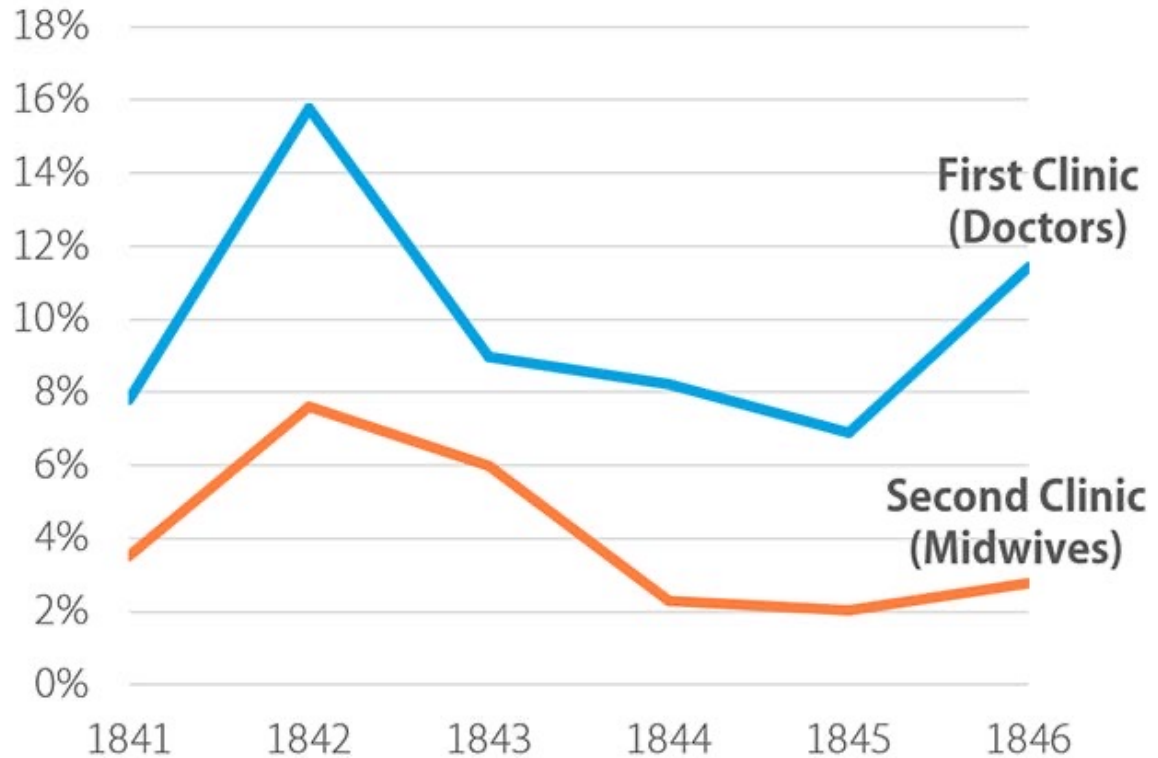


Ignaz Semmelweis
Hungarian Physician

°1818 +1865

Working at Vienna
General Hospital

Childbed Fever Mortality Rates



Ignaz Semmelweis did research about

Childbed Fever Mortality



Doctors commonly performed autopsies at this time.

Standard Practice:

- **AM – Handling corpses**
- **PM – Treating patients**

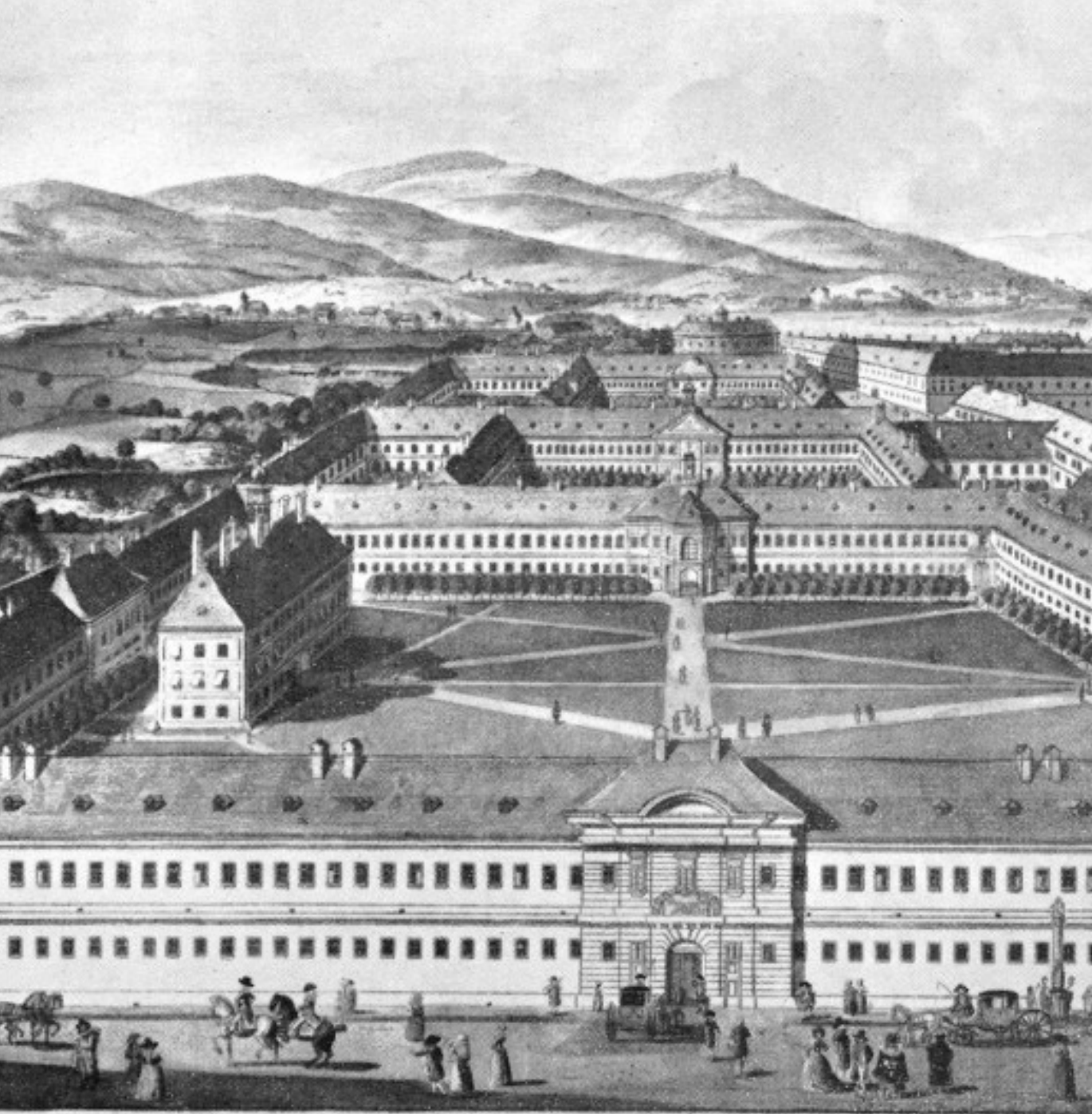


Ignaz Semmelweis proposed the practice of “washing hands” with chlorinated lime solutions after doing autopsies.

Dublin Maternity Hospital			Viennese Maternity Hospital			Dublin Maternity Hospital			Viennese Maternity Hospital				
Births	Deaths	Rate	Births	Deaths	Rate	Births	Deaths	Rate	Births	Deaths	Rate		
BEFORE SEPARATION OF CLINICS						After Pathological Anatomy							
Before Pathological Anatomy						AFTER SEPARATION OF CLINICS							
Males and Females in Both						Males in First Clinic Only							
Chlorine Washings Used in Physicians' Clinic													
14	1,261	11	0.87	284	6	2.11	1823	2,584	59	2.28	2,872	214	7.45
15	1,292	8	0.61	899	13	1.44	1824	2,446	20	0.81	2,911	144	4.94
16	1,351	8	0.59	1,351	5	0.43	1825	2,740	26	0.94	2,594	229	8.82
17	1,347	10	0.74	1,407	5	0.35	1826	2,440	81	3.33	2,309	192	8.13
18	1,469	23	1.56	1,425	5	0.35	1827	2,550	33	1.29	2,367	51	2.15
19	1,435	25	1.74	1,246	7	0.56	1828	2,856	43	1.50	2,833	101	3.56
20	1,546	12	0.77	1,326	10	0.75	1829	2,141	34	1.58	3,082	140	4.64
21	1,602	25	1.56	1,395	8	0.57	1830	2,288	12	0.52	2,797	111	3.96
22	1,631	10	0.61	1,579	14	0.88	1831	2,176	12	0.55	3,353	222	6.62
23	1,747	19	1.08	1,684	44	2.61	1832	2,242	12	0.53	3,338	105	3.15
24	1,543	20	1.29	1,768	7	0.39							
25	1,503	7	0.46	1,798	38	2.11	1833	2,138	12	0.56	3,737	197	5.27
26	1,621	10	0.61	1,904	22	1.15	1834	2,024	34	1.67	2,657	205	7.71
27	1,712	13	0.75	2,012	5	0.24	1835	1,902	34	1.78	2,573	143	5.55
28	1,604	8	0.49	2,046	5	0.24	1836	1,810	36	1.98	2,677	200	7.47
29	1,537	10	0.65	2,067	20	0.96	1837	1,833	24	1.30	2,765	251	9.07
30	1,837	18	0.97	2,070	41	1.98	1838	2,126	45	2.11	2,987	91	3.04
31	1,725	30	1.73	2,106	17	0.80	1839	1,951	25	1.28	2,781	151	5.42
32	1,985	26	1.30	2,346	9	0.38	1840	1,521	26	1.70	2,889	267	9.24
33	2,028	44	2.16	2,215	16	0.72							
34	1,915	16	0.83	2,022	8	0.39	1841	2,003	23	1.14	3,036	237	7.80
35	2,229	12	0.54	2,112	9	0.42	1842	2,171	21	0.96	3,287	518	15.75
36	2,406	23	0.95	1,875	13	0.69	1843	2,250	22	0.99	3,060	274	8.95
37	2,511	12	0.47	925	6	0.64	1844	2,288	14	0.61	3,857	260	8.23
38	2,665	13	0.48	855	7	0.81	1845	1,411	35	2.48	3,492	241	6.90
39	2,889	21	0.72	912	13	1.42	1846	2,025	17	0.83	4,010	459	11.44
40	2,854	29	1.01	744	6	0.80							
41	2,561	24	0.93	1,050	20	1.90							
42	2,676	43	1.60	1,419	9	0.63	1847	1,703	47	2.75	3,490	176	5.04
43	2,484	62	2.49	1,945	21	1.07	1848	1,816	35	1.92	3,556	45	1.26
44	2,508	25	0.99	2,062	66	3.20	1849	2,063	38	1.84	3,858	103	2.66
45	3,075	17	0.55	2,591	19	0.73	Total	181,903	1,758		153,841	6,224	
46	3,314	18	0.54	2,410	12	0.49	Avg.		1.23				4.04
47	3,473	32	0.92	2,735	25	0.91							
48	3,539	56	1.58	2,568	56	2.18							
49	3,197	94	2.94	3,089	154	4.98							
50	2,458	70	2.84	2,998	75	2.50							
51	2,849	22	0.77	3,294	55	1.66							
52	2,675	12	0.44	3,066	26	0.84							

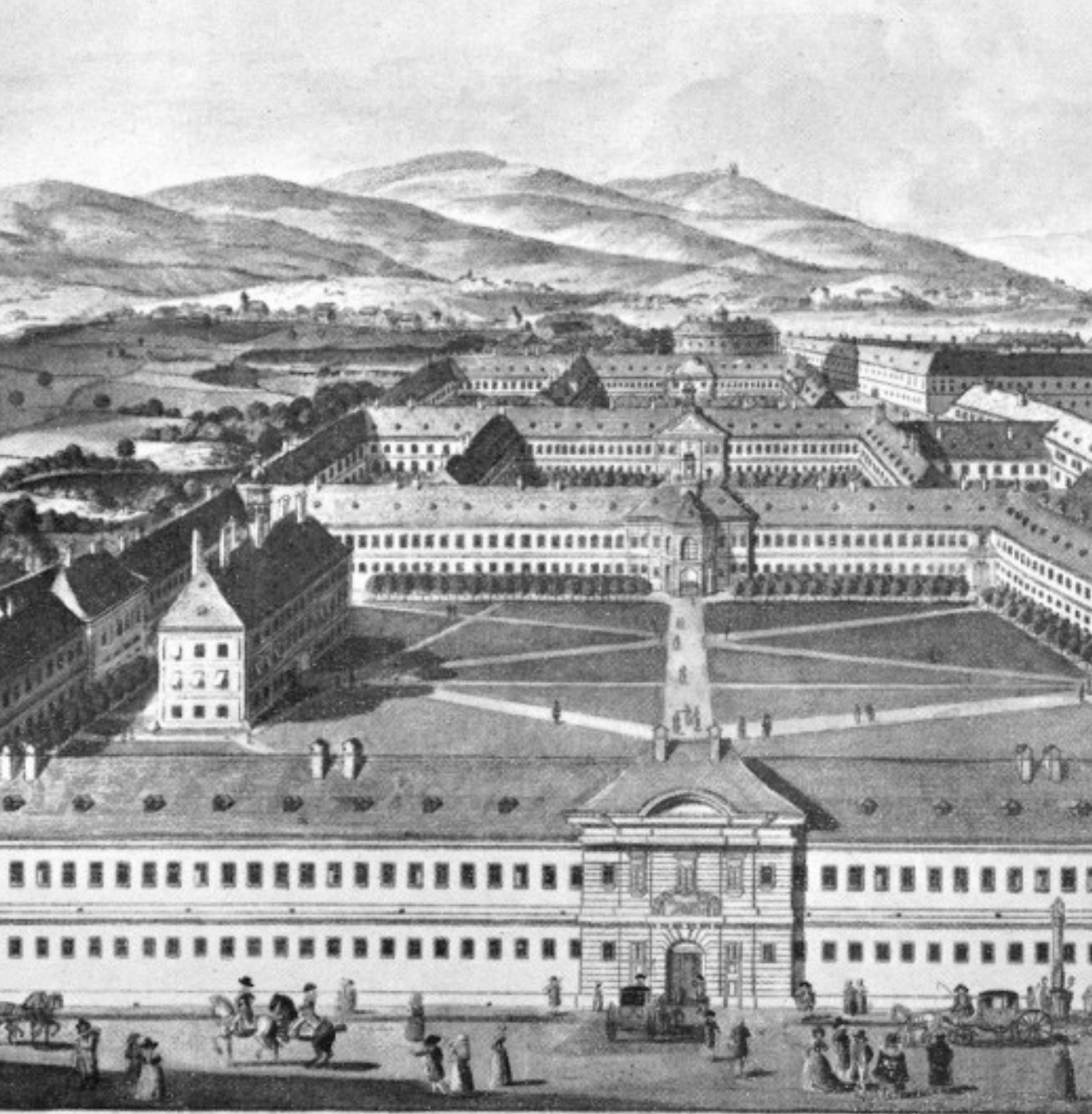
Semmelweis relied heavily on data to support his arguments.

Left: A data table comparing Hospital 1 and 2 over a 65-year period.



1850

Semmelweis took the stage at the prestigious Vienna Medical Society and extolled the virtues of hand washing to a crowd of doctors.



1850

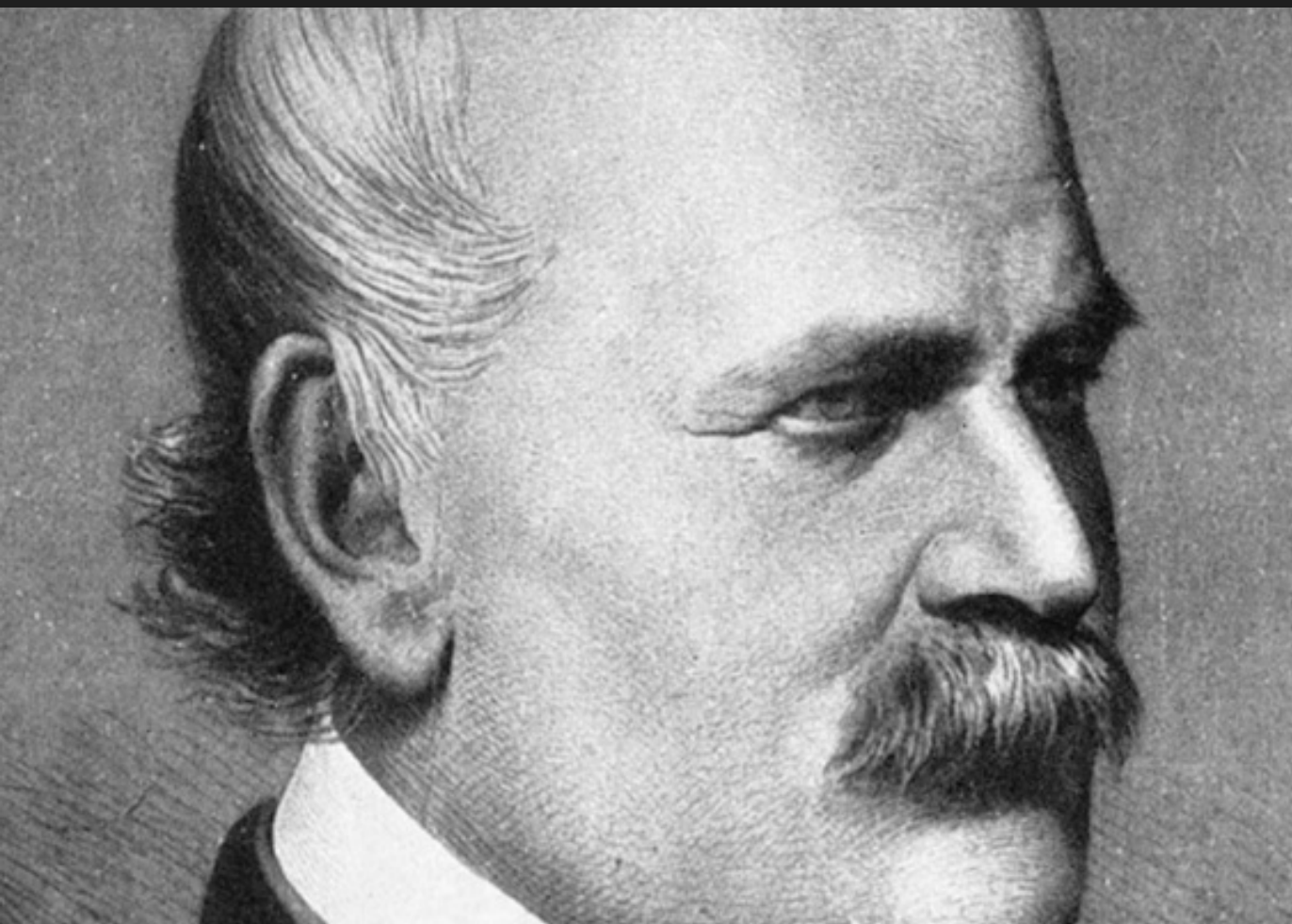
Theory was completely rejected.

- **Didn't believe his science and logic**
- **Doctors – the public – felt blamed**



1850

**The Vienna Hospital
abandoned mandatory
handwashing**



1865

Ignaz Semmelweis, 47 years old, was committed to a mental asylum – where he died 14 days later.

**STOP THE SPREAD OF
CORONAVIRUS (COVID-19)**



**PLEASE WASH
HANDS FOR
20 SECONDS**

**Ignaz Semmelweis'
theory was visionary...**

Exercise 3: YOUR FEEDBACK

- What could Ignaz Semmelweis do better?

Lesson Learned I:

Audience and the Curse of Knowledge

Semmelweis may have felt victim to a common ailment that occurs in people who become enlightened by data—the curse of knowledge. He forgot what it was like to not know what he knew.

Know your audience and strive to understand their existing attitudes and beliefs. Not everyone is going to accept your data, especially if it is disruptive to commonly held practices or beliefs. Instead, you may want to focus on identifying open-minded allies who can help build internal support and consensus for your ideas.



Lesson Learned II:

Narrative Evokes Emotion

Semmelweis failed to tell a story with his data. Interesting statistics alone won't persuade skeptical minds. The data-driven doctor missed an opportunity to weave his facts into a compelling data story that connected with his audience on an emotional level.

Don't rely on just logic and reason to make your points. **Decisions are more often made by emotion, and an effective narrative can touch your audience in ways the numbers alone never will.**



Lesson Learned III:

The Power of Data Visualization

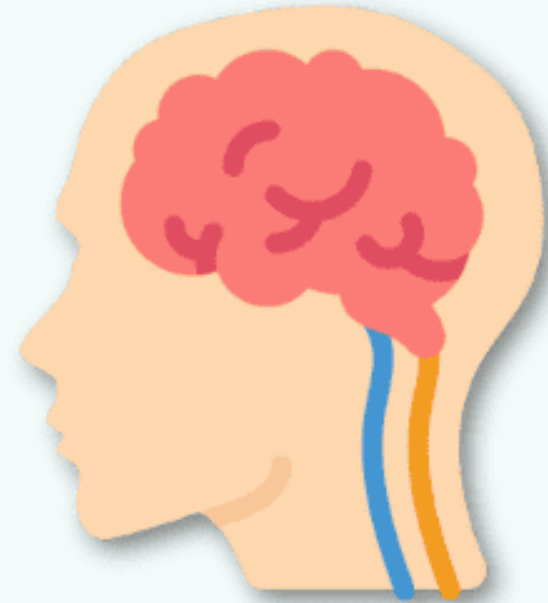
Semmelweis failed to visualize his numbers effectively as he relied primarily on data tables. Well-designed charts can make insights come to life that would otherwise lie dormant and hidden in the rows and columns of tables.

Data can often be communicated more powerfully with data visualizations than just tabular data. Charts should reinforce your key points and make it easier for your audience to follow your data story.



Stories Are

22X



More Memorable Than Facts

Storytelling Advice

1. Know your Audience
2. Engage your Audience
3. The problem and ... the pursuit



Storytelling Advice

- 1. Know your Audience**
2. Engage your Audience
3. The problem and ... the pursuit



Know your Audience

- **Audience Analysis** - Audience interests, background and expectations?
- **Demographic Insights** - Age, profession and cultural backgrounds
- **Expectation Management** - Understand what your audience hopes to gain from your story to align your message with their needs



Storytelling Advice

1. Know your Audience
- 2. Engage your Audience**
3. The problem and ... the pursuit

Crafting your Message

- Identify the **main idea** you want to convey and ensure it alligns with your audience's interest
- Keep your message **clear and consise**
- Ensure **the content is relevant** for your audience



Slide Design Basics

- Use a VISUAL FLOW to guide your audience's focus
- Consistent slides
- Graphs, charts and images > Text



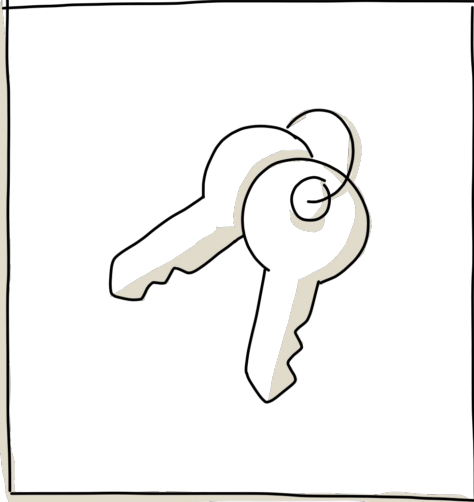
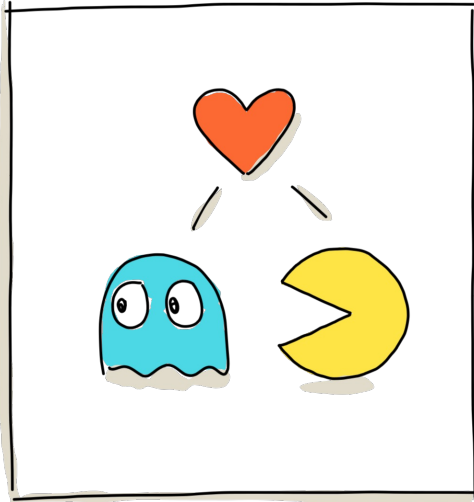
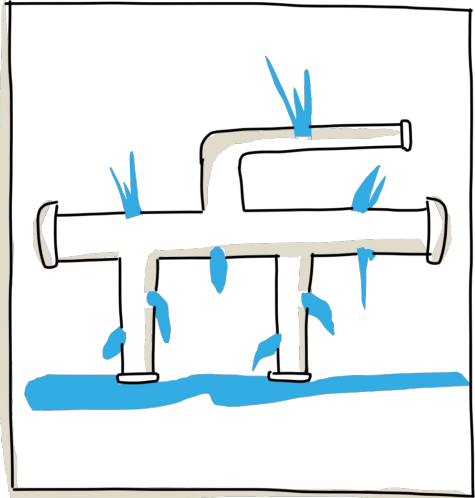
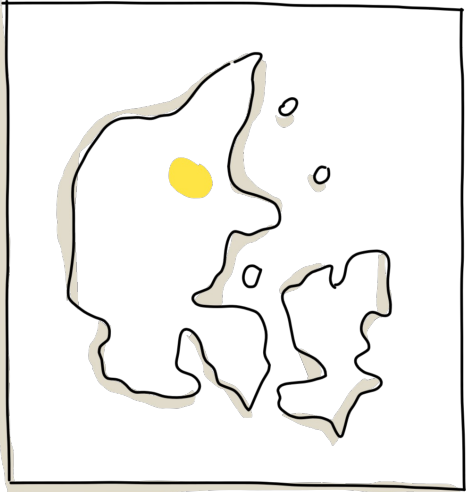
Example 1



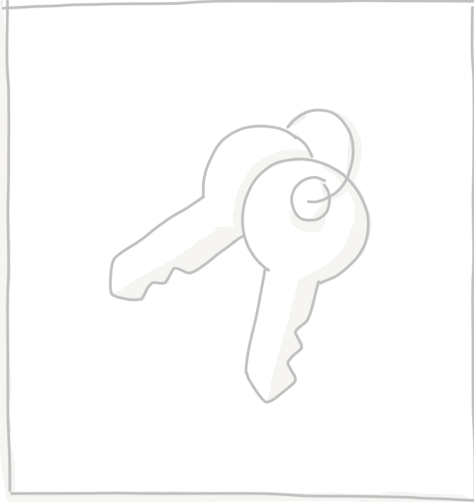
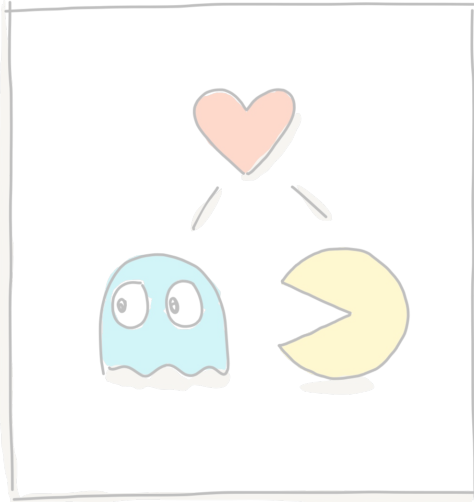
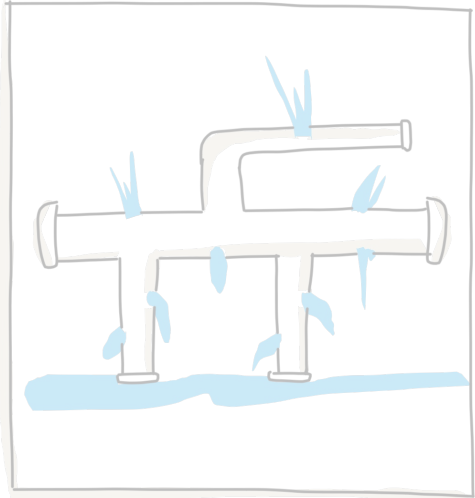
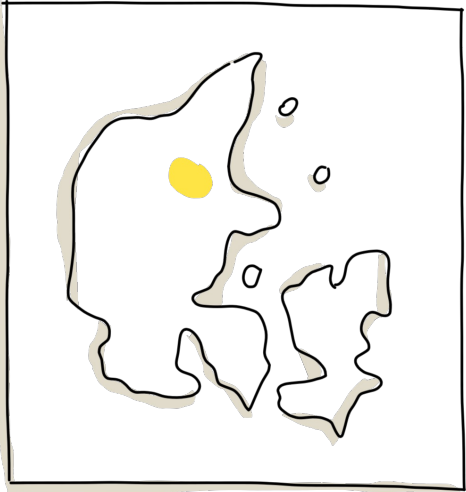
**NAVIGATING THE MAZE OF DATA:
A Pac-Man Inspired Approach to Data Strategy**

Jan Meskens

NAVIGATING THE MAZE OF DATA



NAVIGATING THE MAZE OF DATA



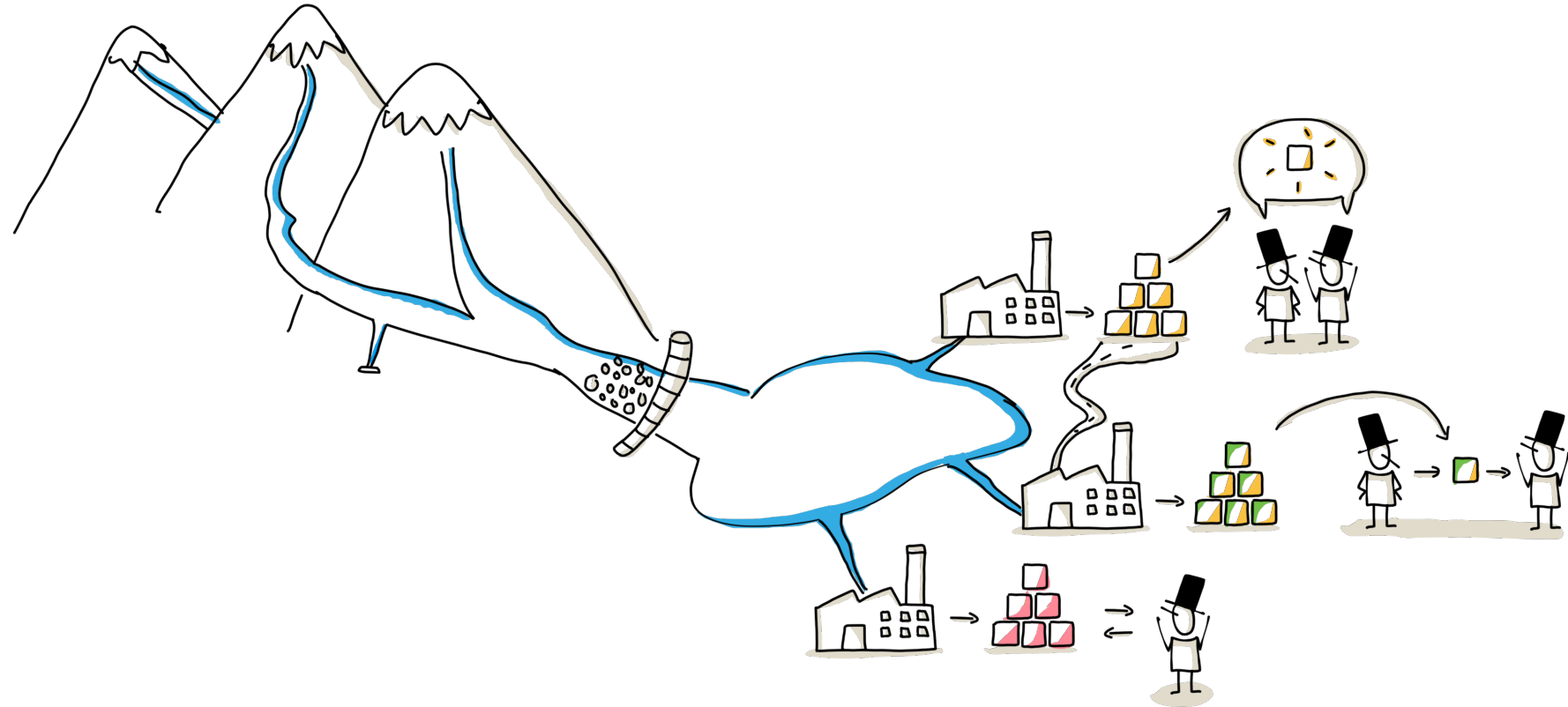
An aerial photograph of Himmelbjerget in Denmark. In the foreground, a small, square, light-colored paved area contains a tall, brick church tower with a pointed roof. The tower has a small window near the top. The surrounding landscape is a mix of green and brown trees, suggesting an autumn or winter setting. In the background, a large, calm lake stretches across the horizon, reflecting the sky. The sky is a pale, hazy blue. Two yellow rectangular boxes with black text are overlaid on the image: one at the top center and one at the bottom center.

DOWNSTREAM

UPSTREAM

UPSTREAM

DOWNSTREAM

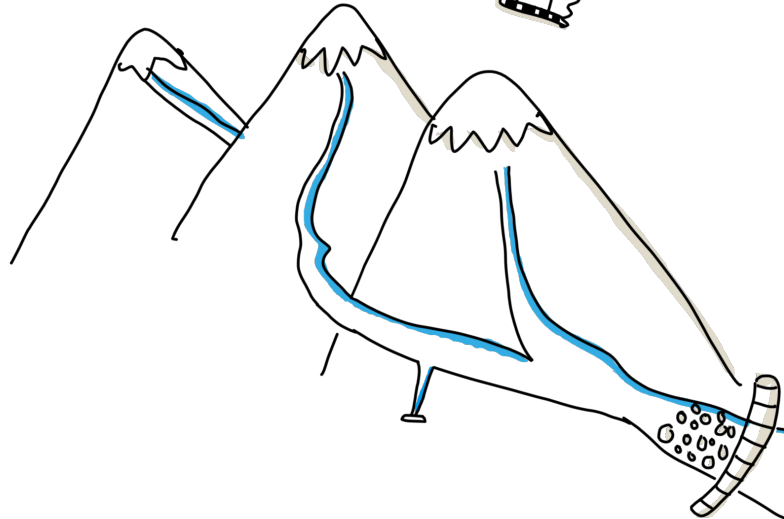
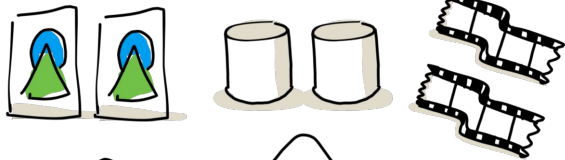


UPSTREAM

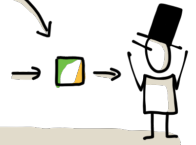
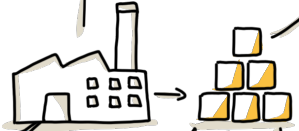
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DOWNSTREAM

DATA SOURCES



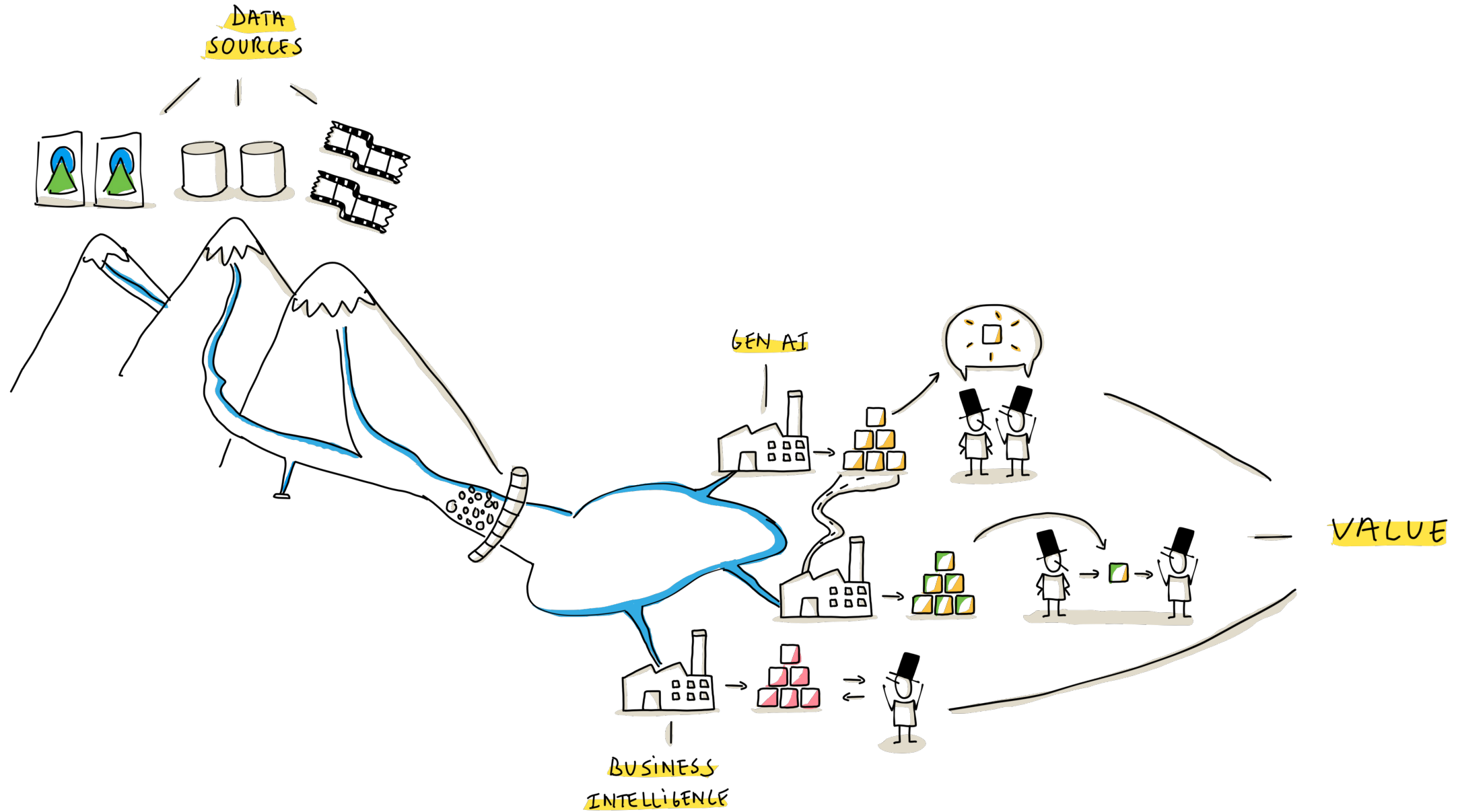
GEN AI



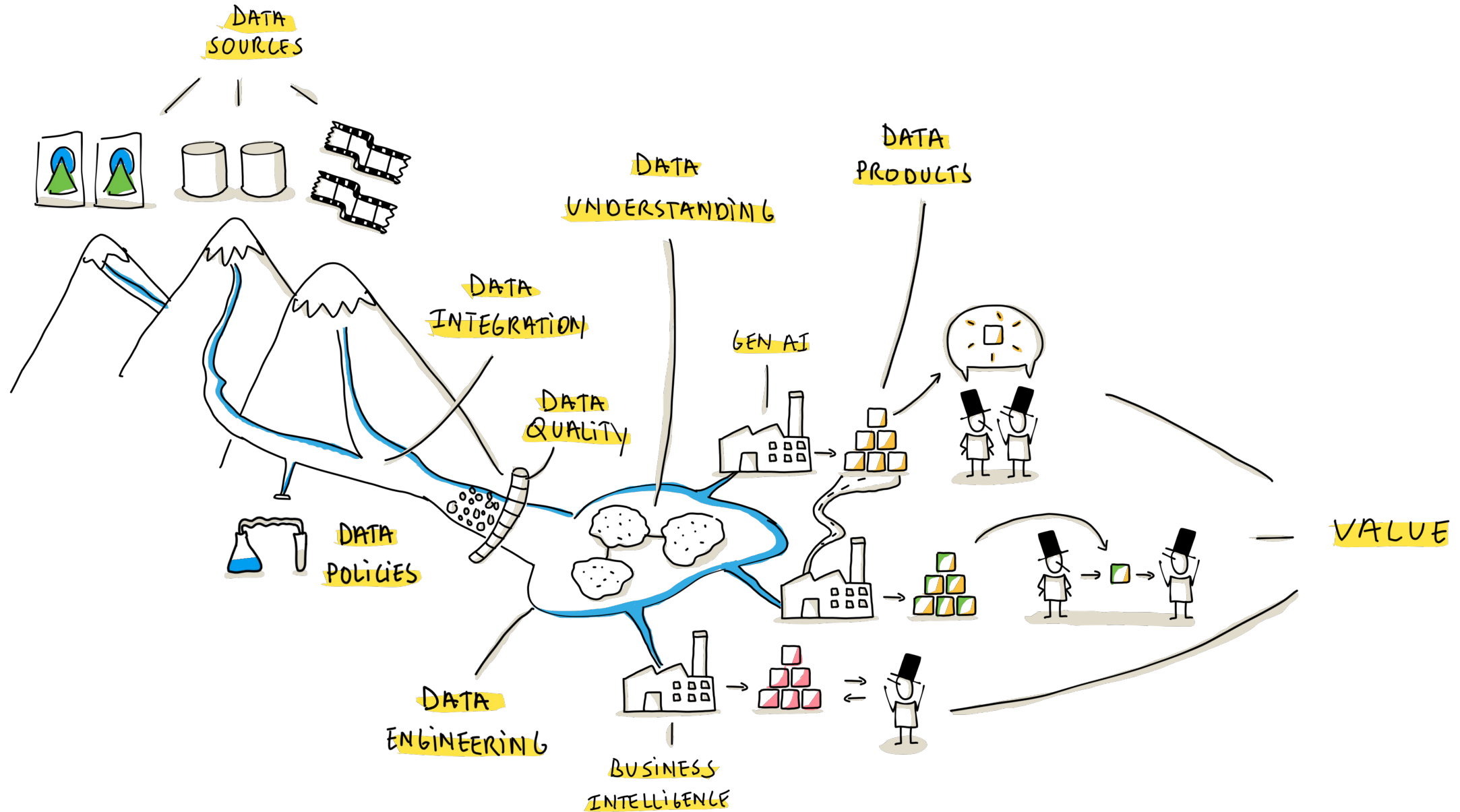
BUSINESS INTELLIGENCE

VALUE

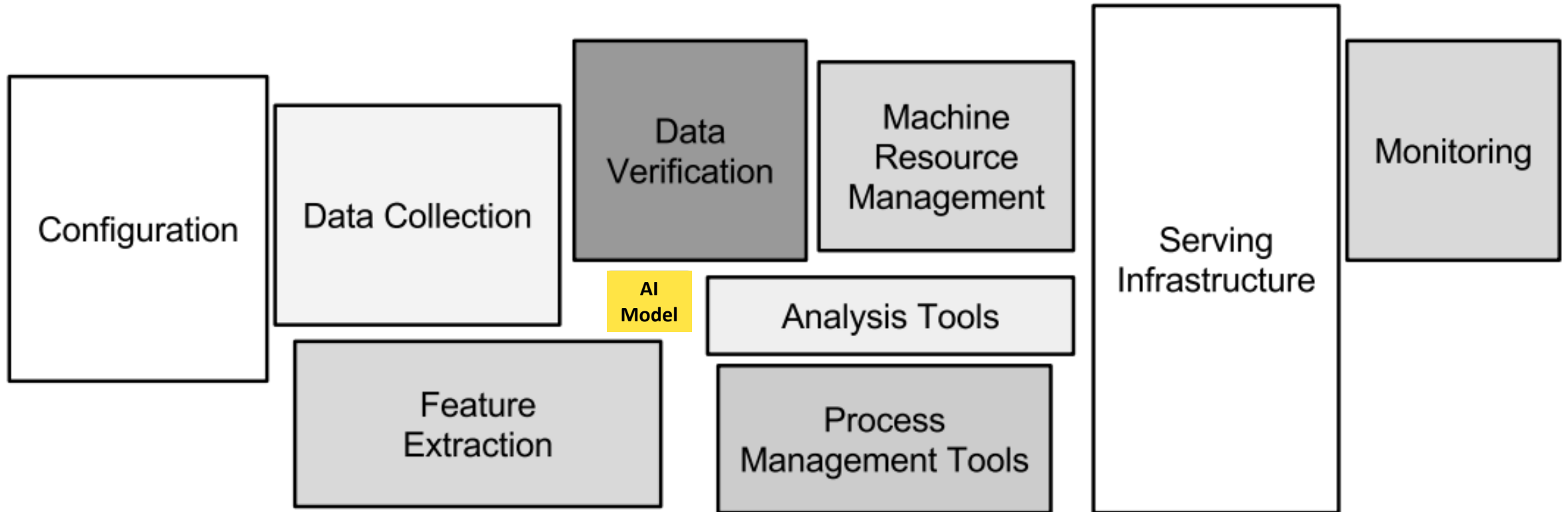
UPSTREAM → THE DIRTY WORK → DOWNSTREAM



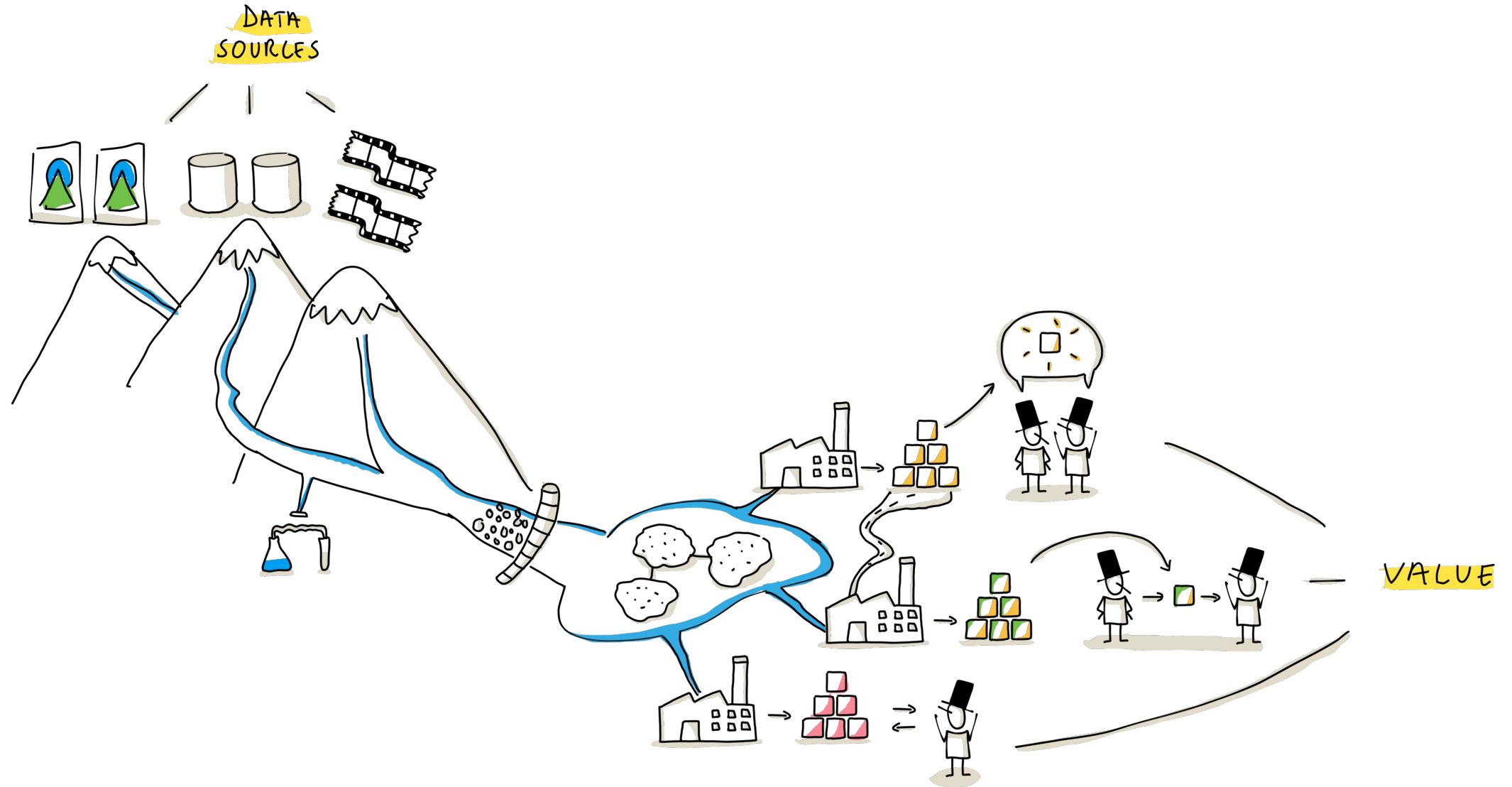
UPSTREAM → THE DIRTY WORK → DOWNSTREAM

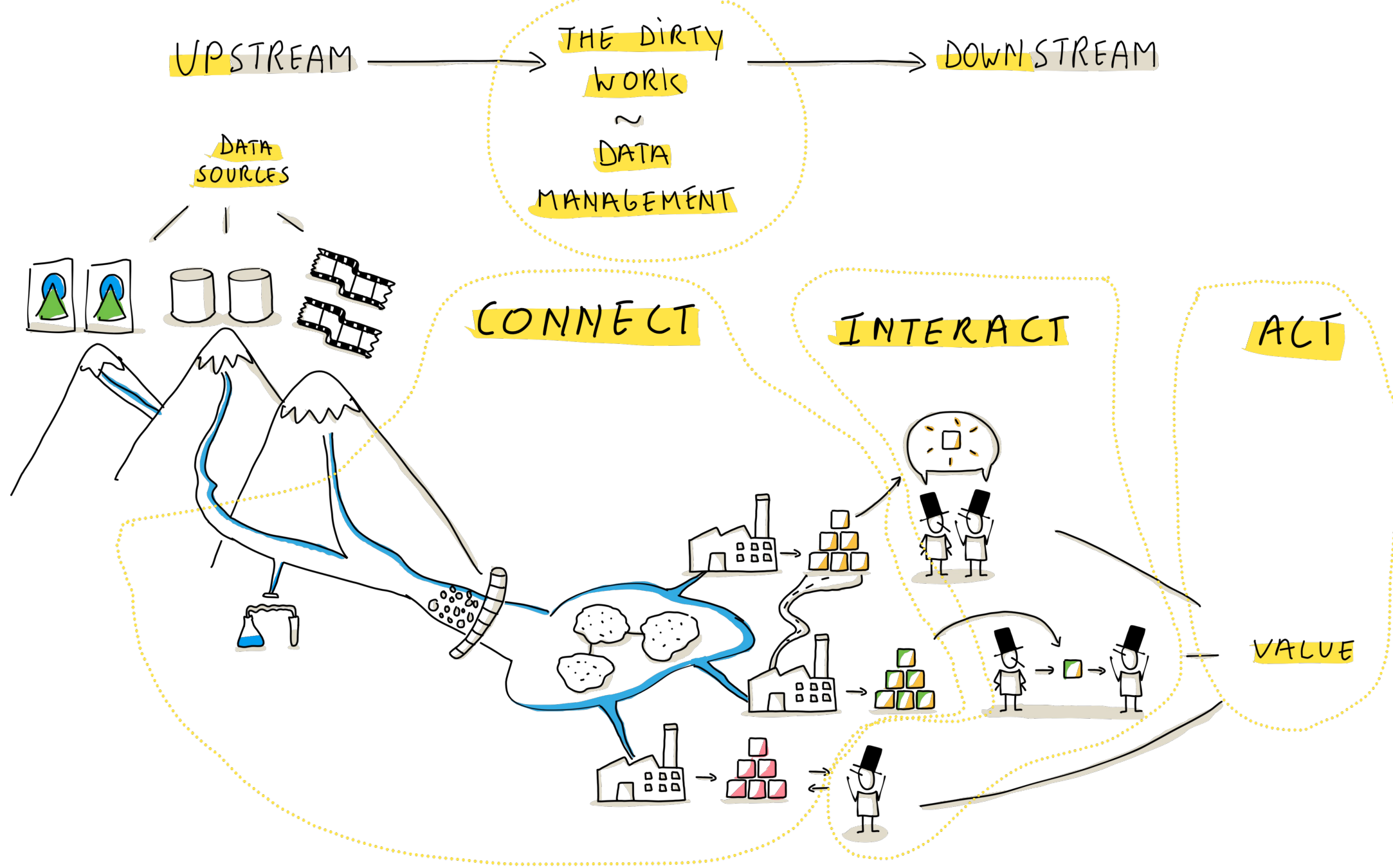


Many types of **Dirty Work** exist



UPSTREAM → THE DIRTY WORK → DOWNSTREAM







DROUGHT



FLOOD



WASTE



UNCONTROLLABLE



DROUGHT



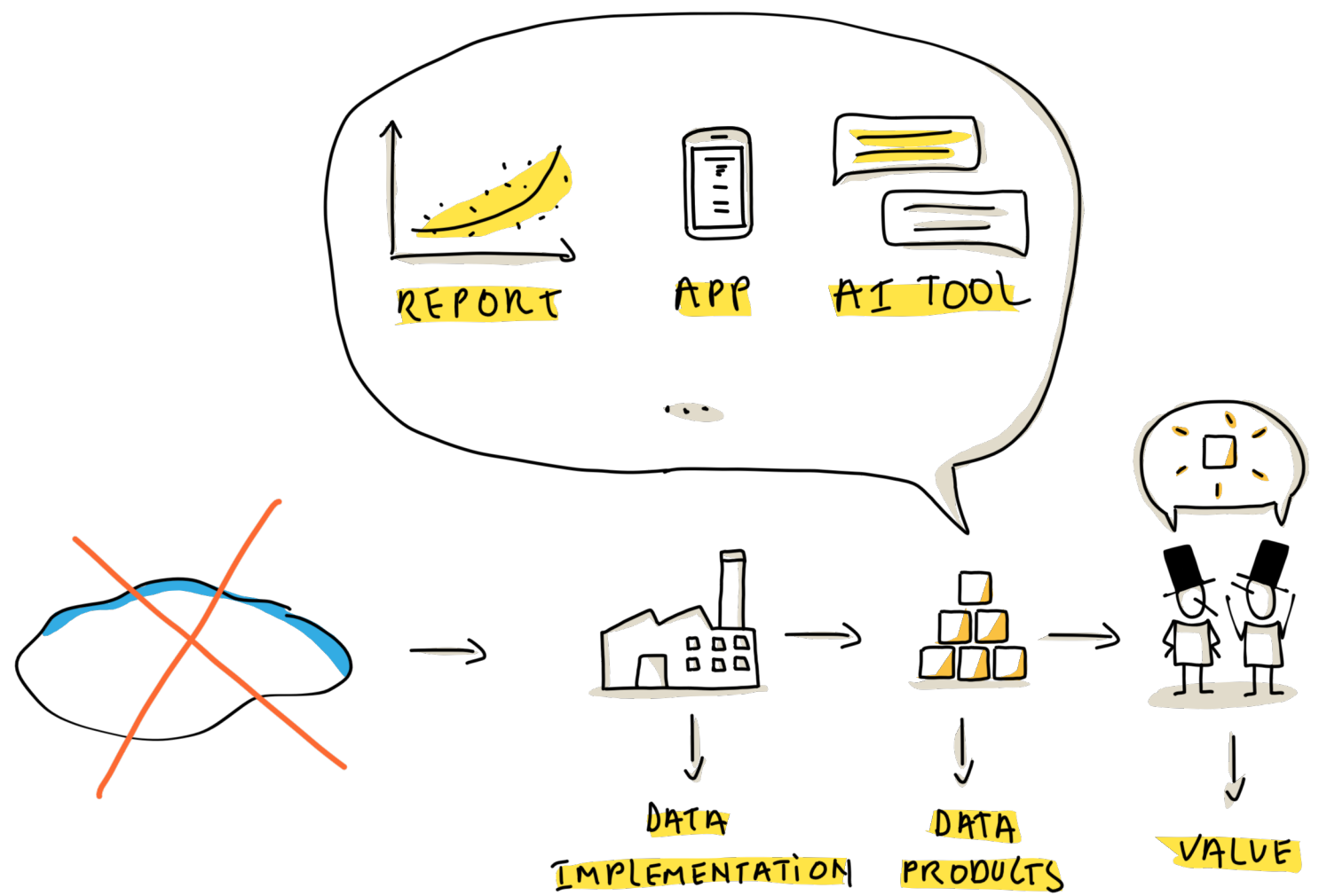
FLOOD

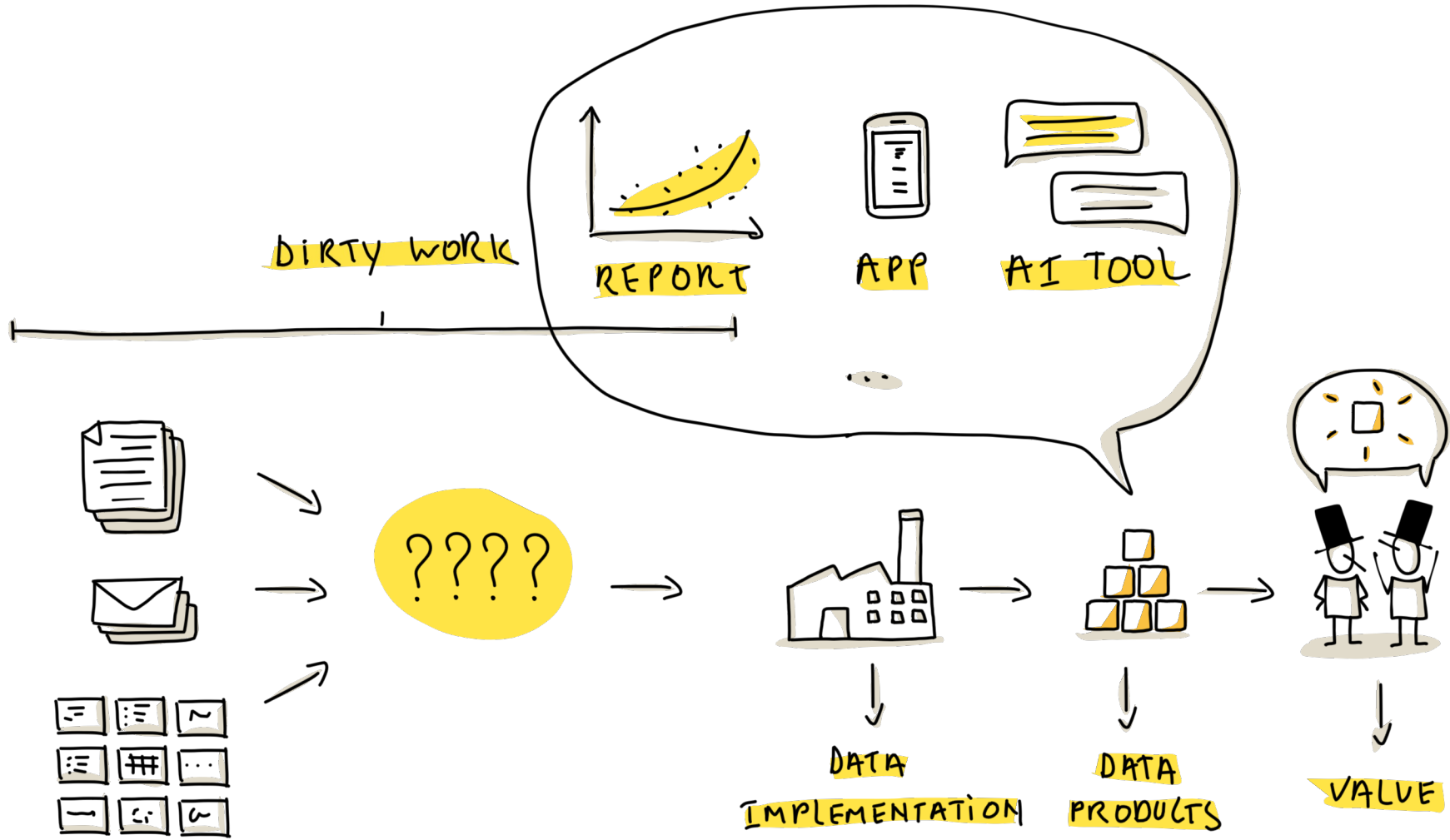


WASTE



UNCONTROLLABLE





DROUGHT



FLOOD

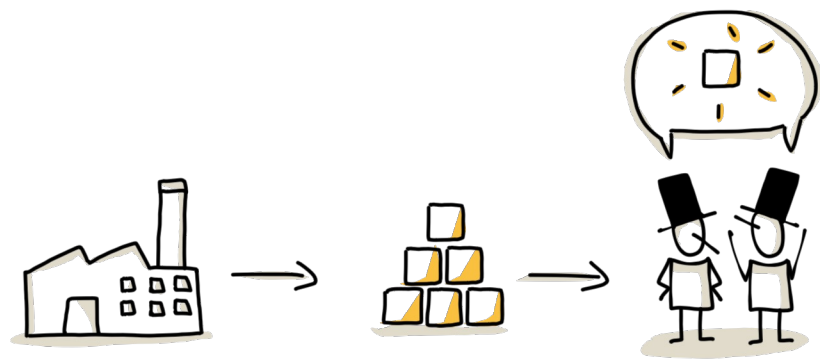


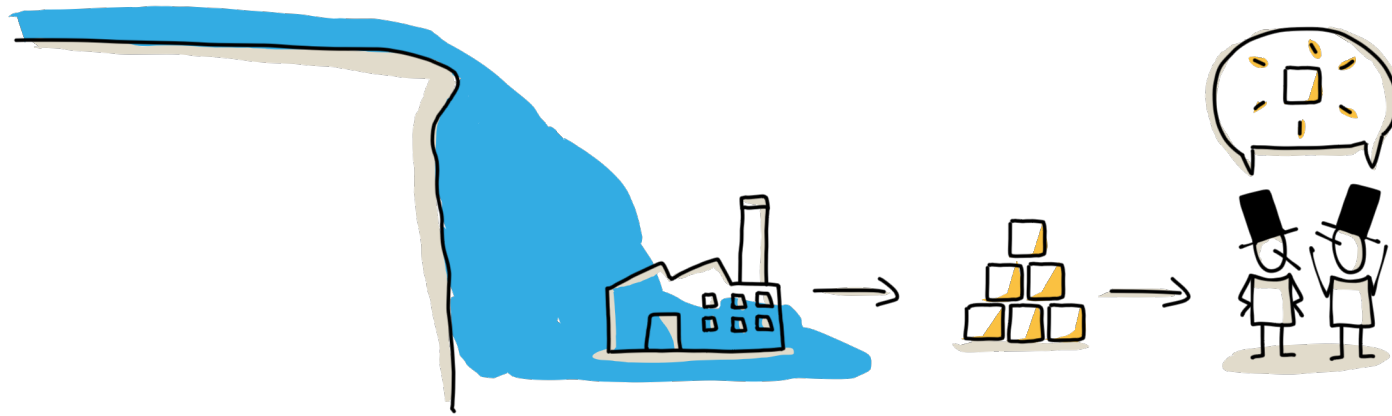
WASTE



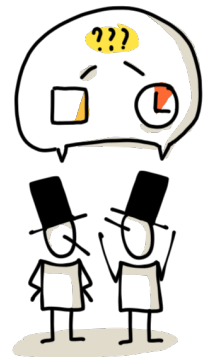
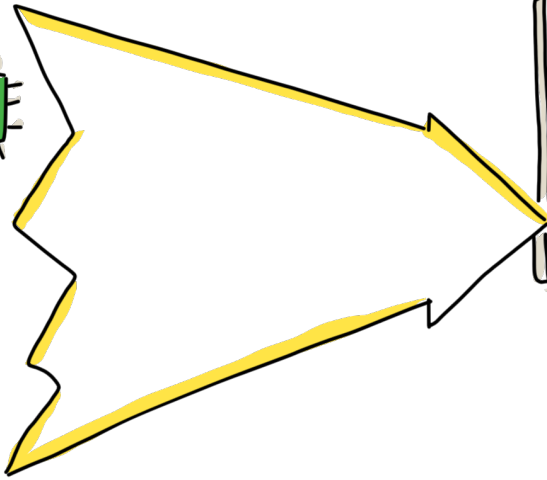
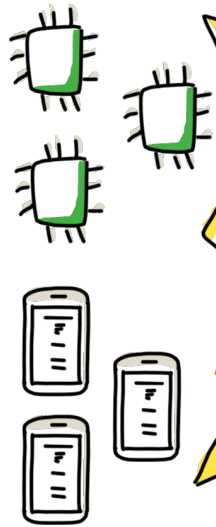
UNCONTROLLABLE







DIRTY WORK





DROUGHT



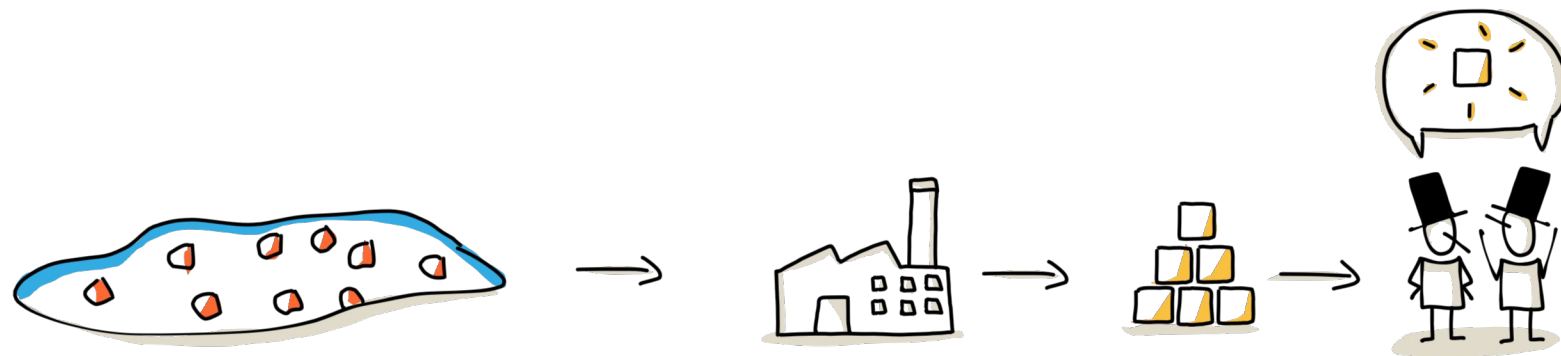
FLOOD



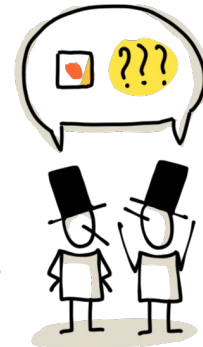
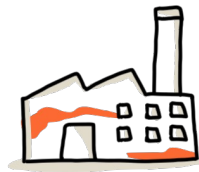
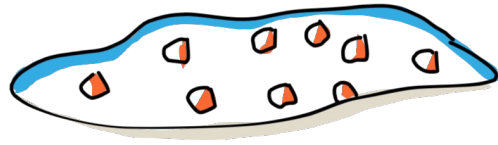
WASTE



UNCONTROLLABLE



DIRTY WORK





DROUGHT



FLOOD

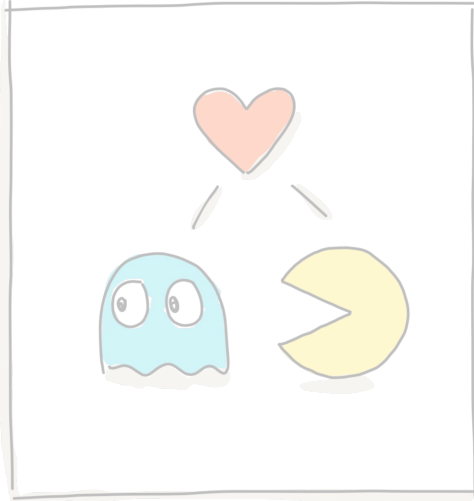
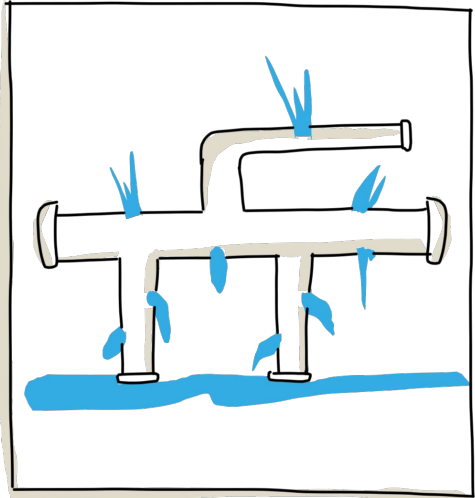
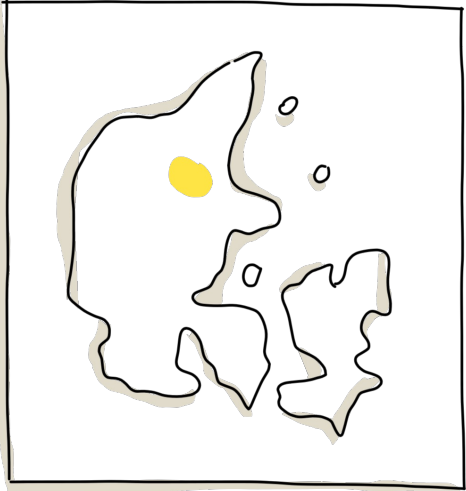


WASTE



UNCONTROLLABLE

NAVIGATING THE MAZE OF DATA



WE NEED TO DO BETTER!



• • •

YOUR FEEDBACK

- Knowing the Audience?
- Engaging the Audience?

Example 2

Create a SAFE Deployment Process



Devops



Your Deployment

• • •

YOUR FEEDBACK

- Knowing the Audience?
- Engaging the Audience?

Storytelling Advice

1. Know your Audience
2. Engage your Audience
- 3. The problem and ... the pursuit**

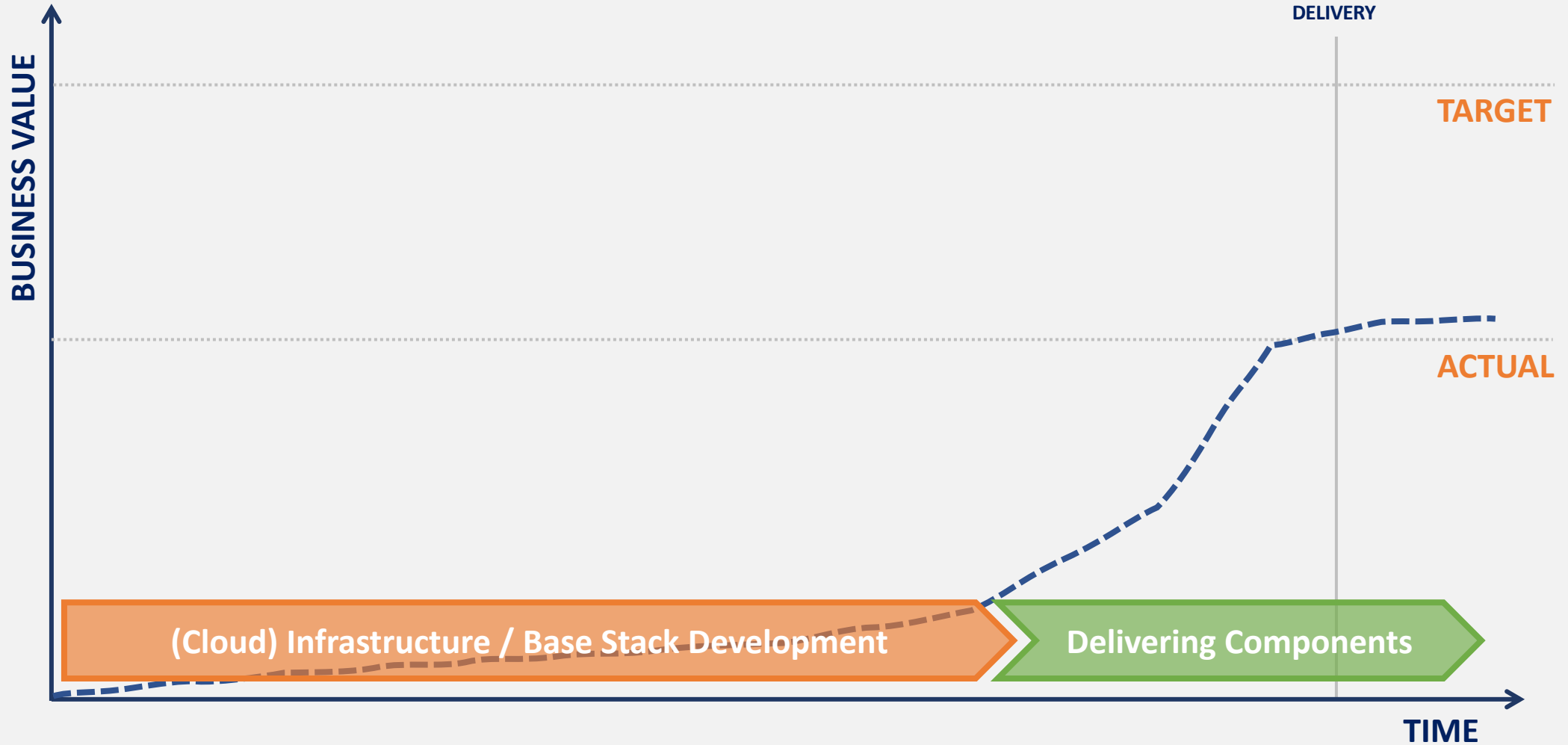
The problem and the Pursuit

- Problem:
 - Which issue has your audience right now?
 - How do they feel about it?
- Pursuit:
 - Where the audience wants to be, who they want to be

Example

We noticed in

typical Data Platform Delivery...



Typical Data Platform Delivery

Promised



Delivered



Why?

We identified
4 burdens in
data platform
realization

I

VOLATILE

II

TECHNOLOGY FIRST

III

NEEDLE IN A HAYSTACK

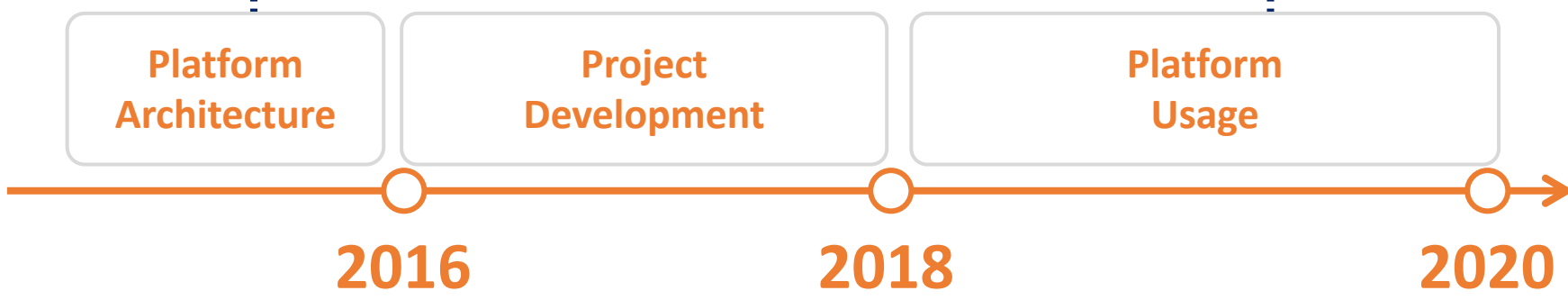
IV

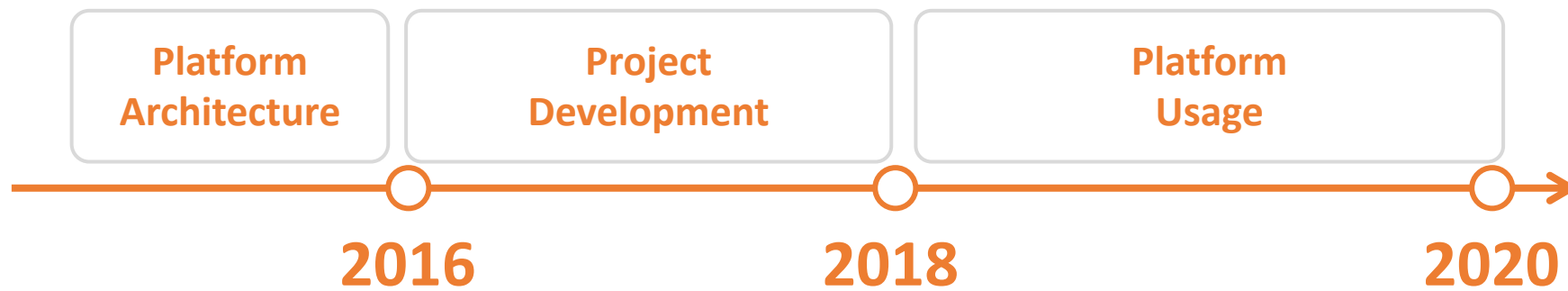
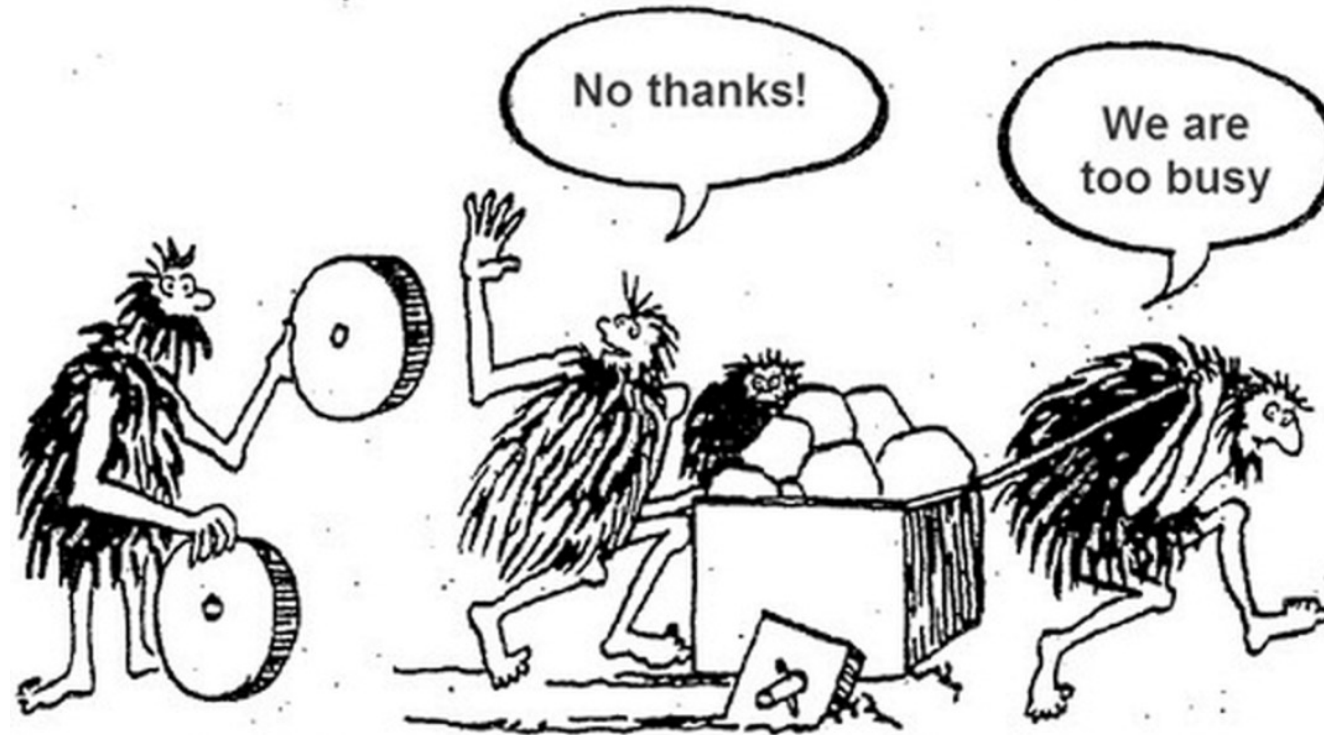
SILOS



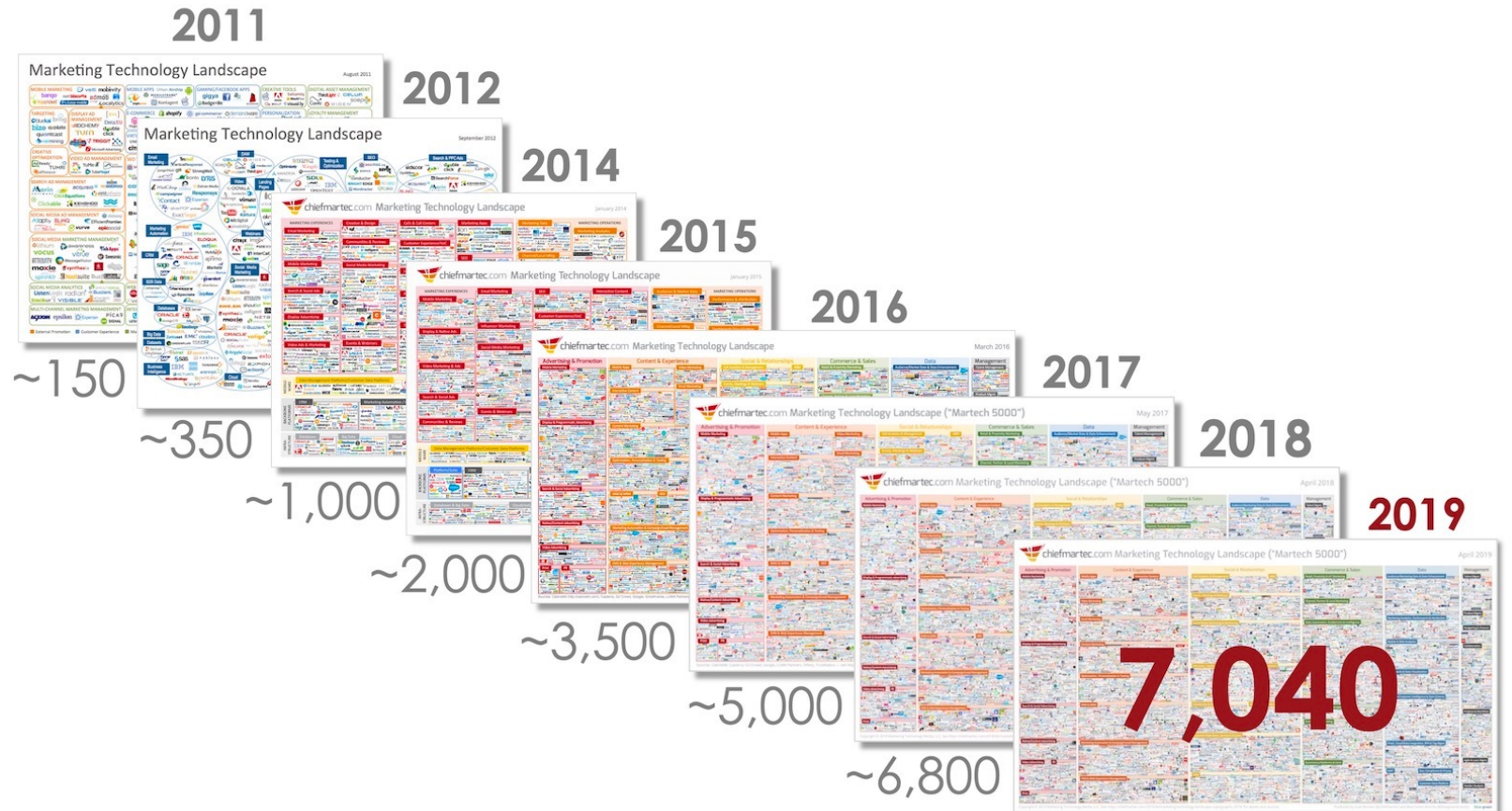
VOLATILE

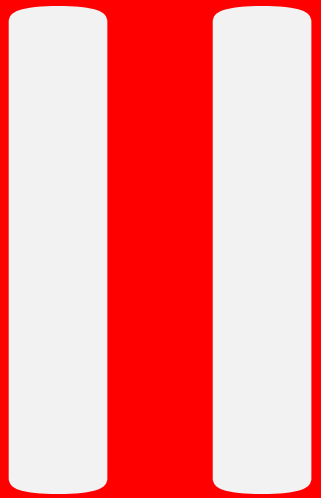
Lock-In



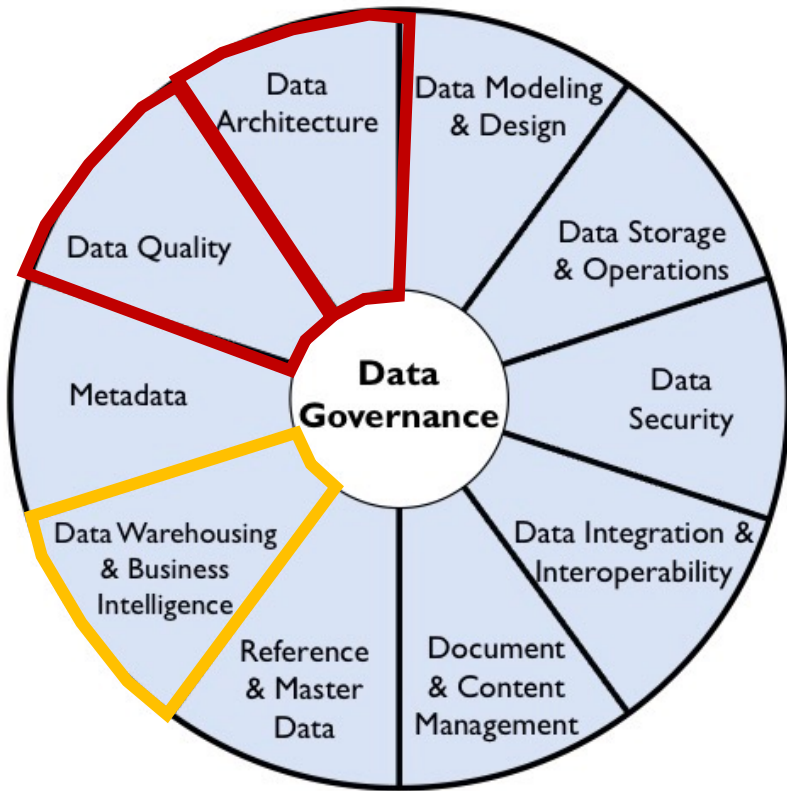


FO-MO – Fear Of Missing Out

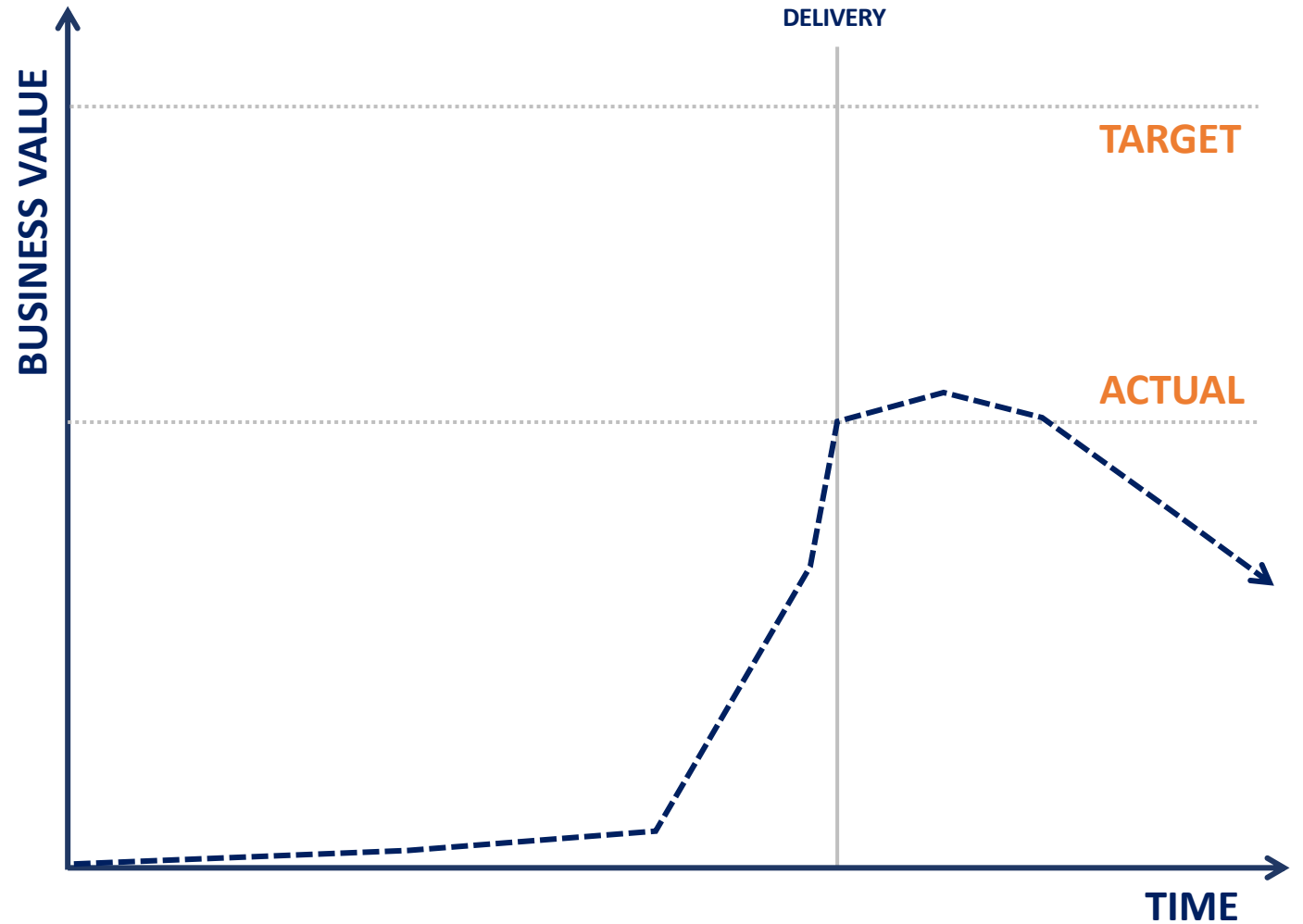


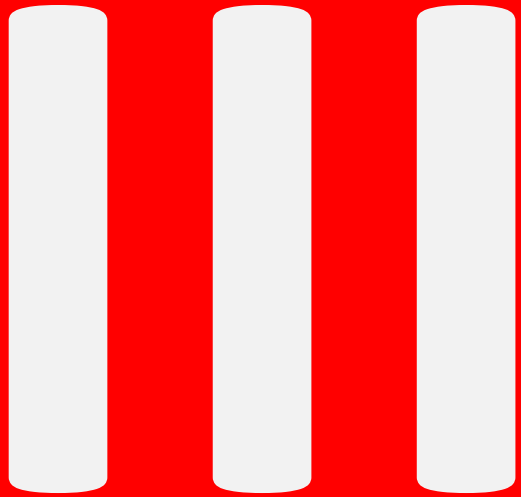


TECHNOLOGY FIRST

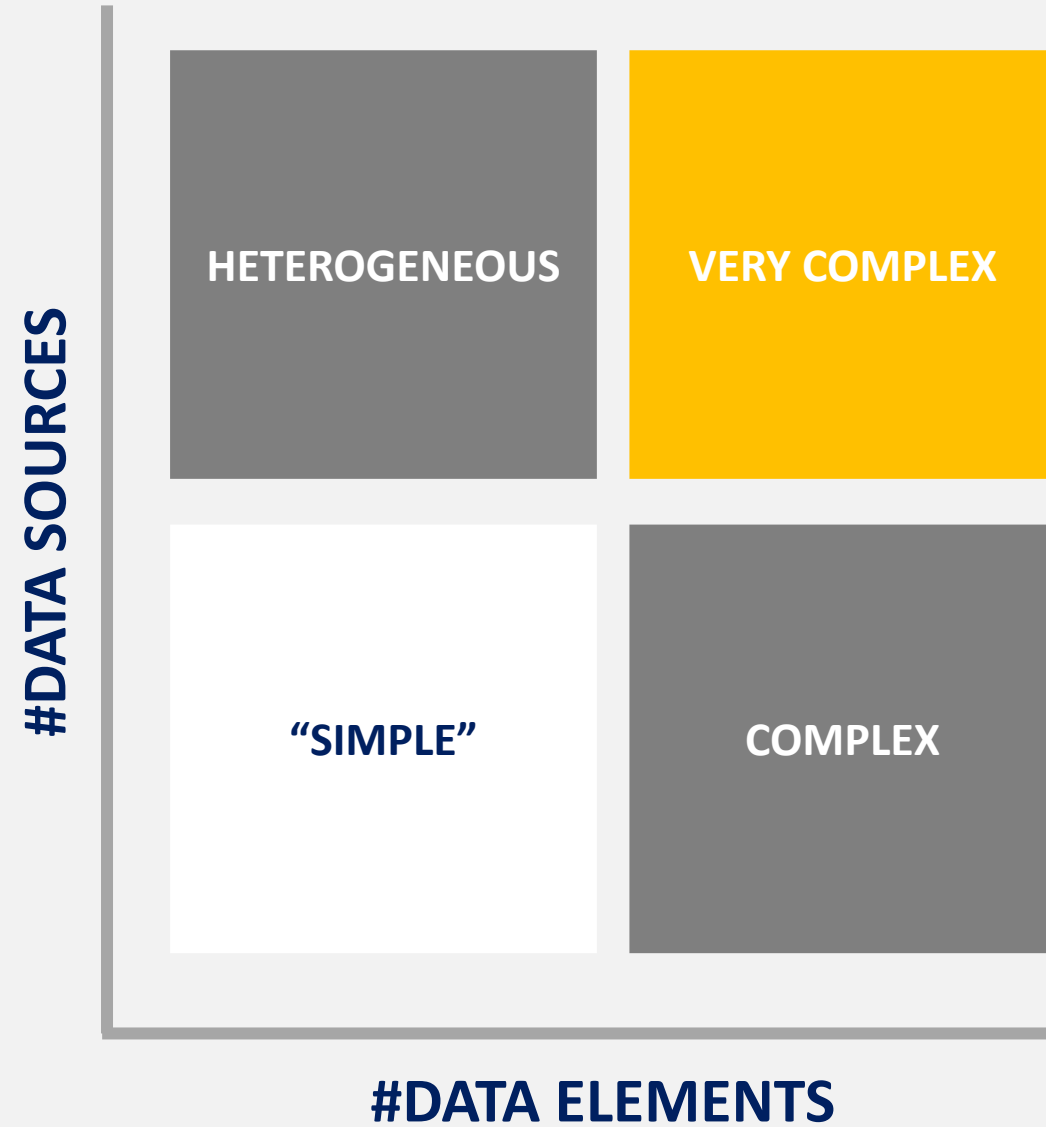


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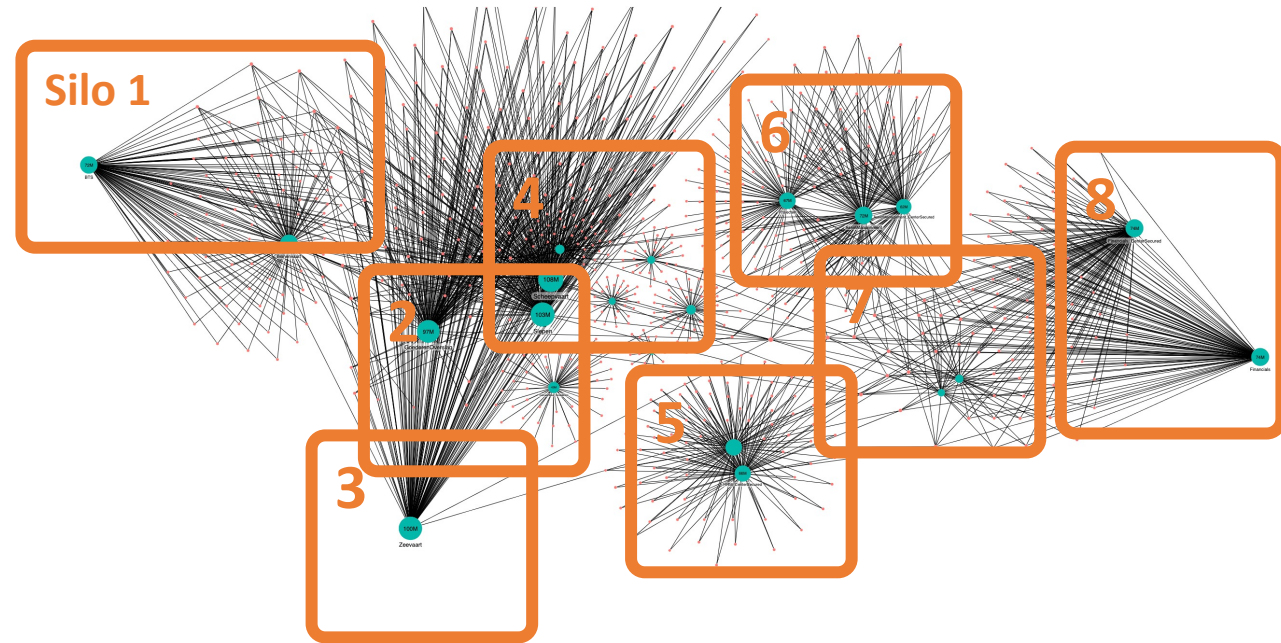
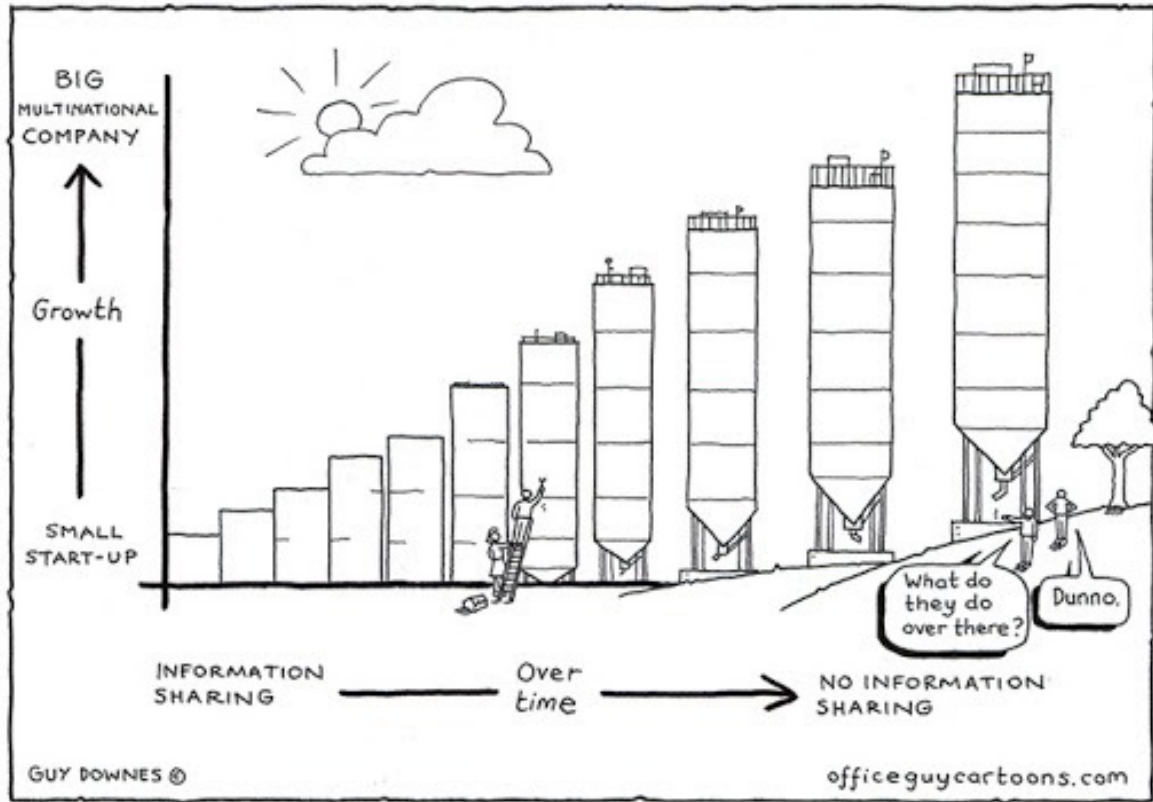


NEEDLE IN A HAYSTACK



IV

SILOS



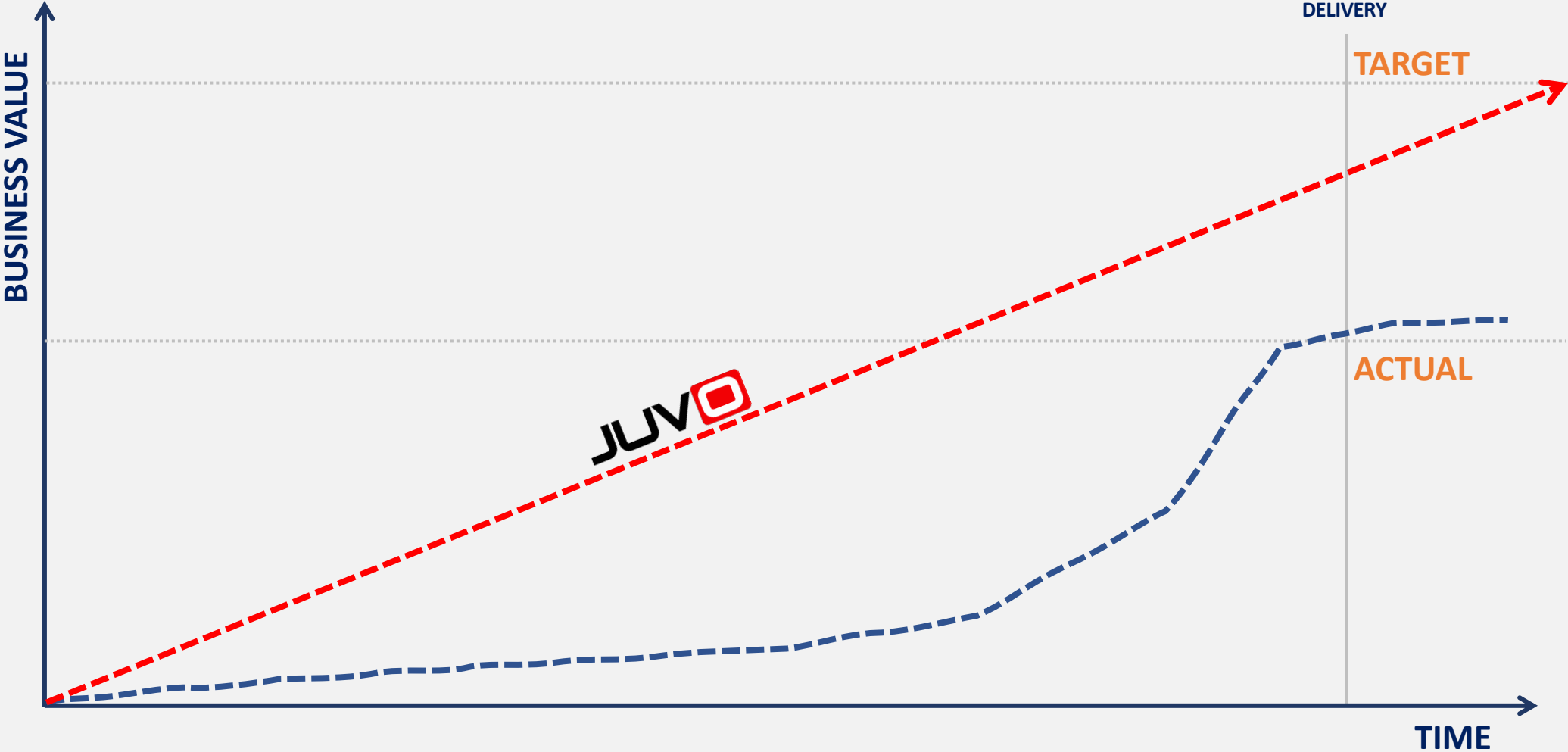
Consistency?
Best-practice sharing?
E2E process support?
Link to overall company goals?



How can we do **better**?

How can we realize **more business value** from data?

Our Mission: Together, we Make Data Profitable



We identified
5 principles to
make data
platform delivery
more profitable

Principle 1

Datalab Culture

Principle 2

Eat Your Own Dogfood

Principle 3

DDD

Principle 4

Data Catalogs

Principle 5

Collaboration

...

YOUR FEEDBACK

- Problem?
- Pursuit?

Storytelling Advice

1. Know your Audience
2. Engage your Audience
3. The problem and ... the pursuit

Exercise 4: YOUR STORY

- Groups of 2
- Total story: Max 5'

“We have a Data Platform, How can you help me to bring business value?”



Exercise 4: YOUR STORY

- Groups of 2
- Total story: Max 5-10'
- End: 14u

“We have a Data Platform, How can you help me to bring business value?”

Know your Audience

- (A 5 minute Google Search)



Boerenbond-dochter Arvesta koopt Belgische tak

ForFarm

Leuven, 23 juli 2024 – Cofabel, de verdeler voor België van John Deere, Kramer en andere premium machinemerken én sterk merk van landhouwexpert Arvesta

Arvesta neemt Franse graancollecteur en agrodistributeur Vaesken over

Eric Lauwers, CEO van ForFarm, geeft in de krant toeleverancier van bedrijven in binnenland. In 2016 stagneerde de groei, in 2017 was er opname door overnames en overnamestrijd d

Arvesta neemt een belang van 75% in het Noord-Franse bedrijf Vaesken, dat actief is in de graanontvangst maar ook zaden, gewasbeschermingsmiddelen, kunstmest en diervoeding verkoopt. Vaesken begeleidt meer dan 2.000 landbouwers en realiseert een jaaromzet van circa 70 miljoen euro. De activiteiten sluiten aan bij bestaande activiteiten van Arvesta in Frankrijk en ons land.

Arvesta werkt samen met specialist

Arvesta is de partner van groei; de land- en onafried, vestigd in Den

Arvesta x TheValueChain

Devoteam G Cloud • On-Demand Videos • [Running SAP on Google Cloud](#)

To increase the adoption of its CRM system, Arvesta moved its SAP Sales Cloud.

Running SAP on Google Cloud

Discover the range of opportunities of running SAP on Google Cloud in this on-demand online panel discussion. Hear from IT leaders of customers Multipharma & Arvesta, companies that moved their entire SAP workloads to Google Cloud.

Panel Members for the online panel discussion:

- ▶ **Kevin Moens**, SAP Solution Architect & Technical Architect at Multipharma
- ▶ **Bart Van Nynatten**, IT Manager at Arvesta
- ▶ **Eddy Reimerink**, SAP specialist at Google

Our innovations and solutions in the spotlight

At Arvesta, we work - from Field to Future - to build a future-proof company. Arvesta, that's 40 strong brands building the agriculture of tomorrow with realistic and innovative solutions.

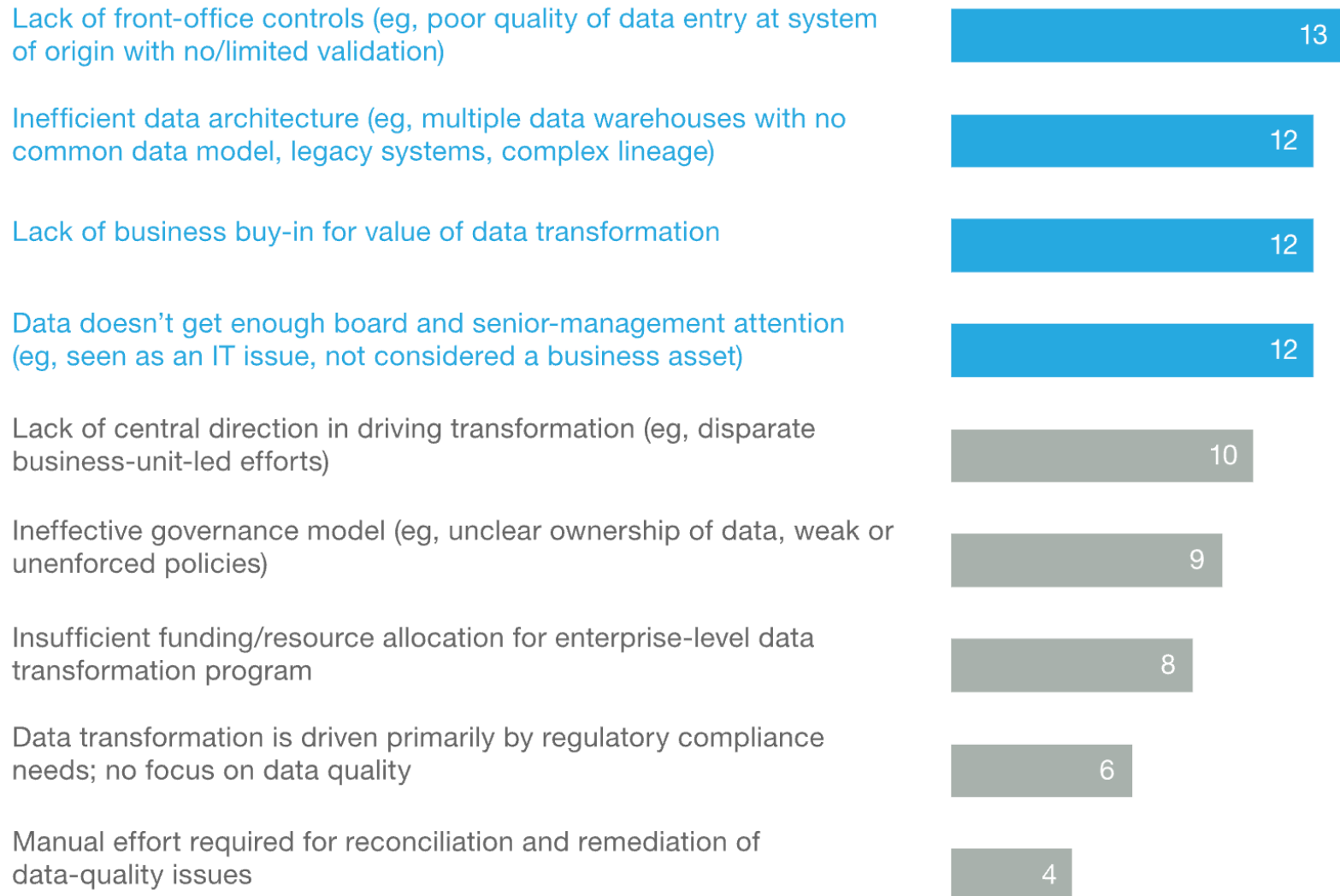
Don't reinvent the wheel!

- (A 5 minute Google Search – “Value From Data [Survey | McKinsey | PwC | Barc]”)

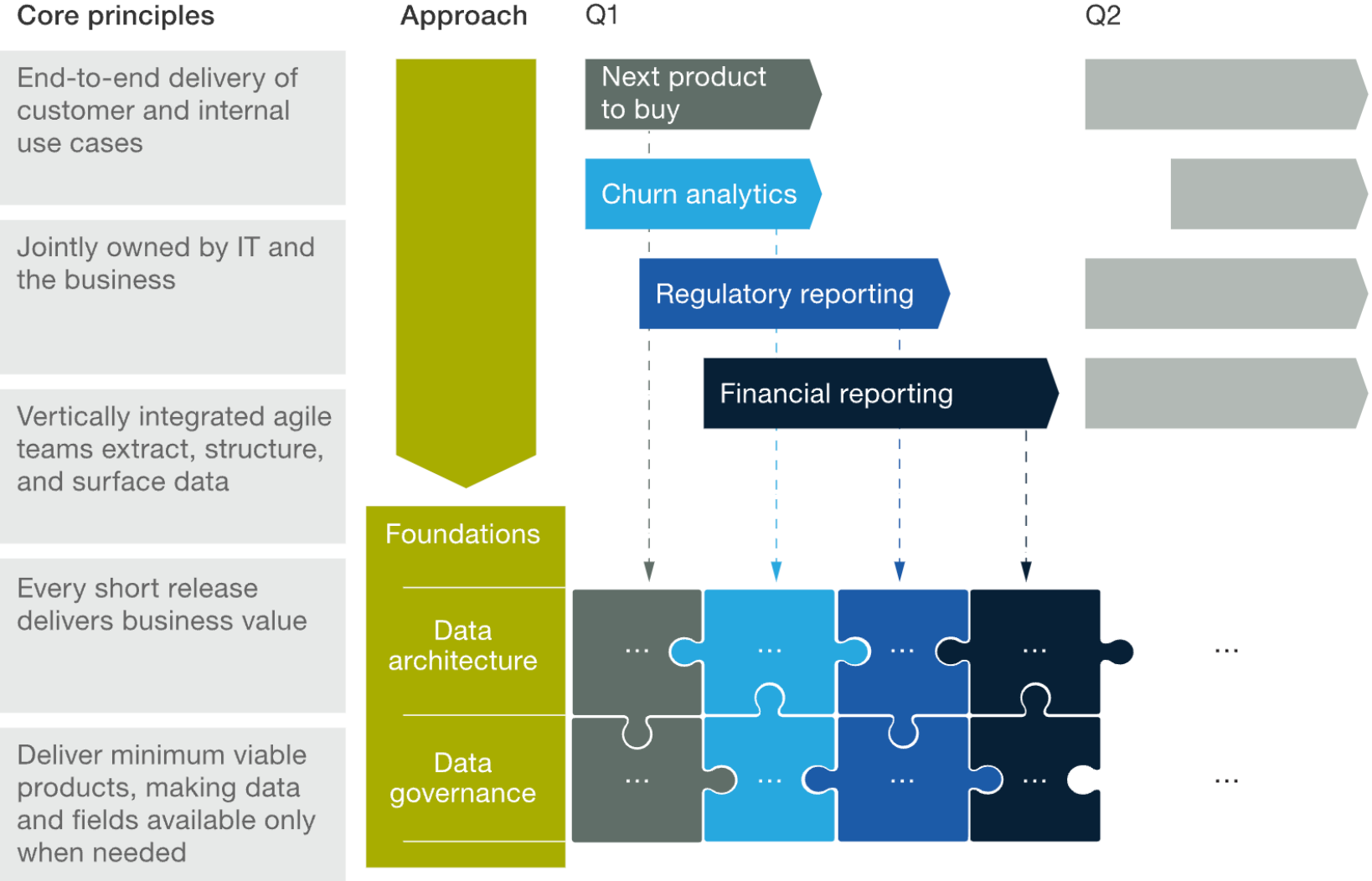


Challenges faced in improving data quality at the enterprise level, ranked by perceived importance, number of respondents ranking the challenge in 1st or 2nd place (n = 43)

■ Biggest challenges



Banks can deliver end-to-end use cases at speed via agile sprints.



Drive enterprise value with data through insights and trust



Convert insights into actionable decisions that drive outcomes

-
- Data-driven digital transformation
 - Custom digital products



Scale and assess impact at high velocity

-
- Speed-to-value
 - Relentless focus on outcomes
 - Platform view



Adopt and sustain outcome-centric operations, products, and innovation culture

-
- Data-literate operation
 - Fit-for-purpose innovation
 - Rigorous evaluation



Trust and protect the quality of your data

-
- Secure and ethical value creation
 - Industry-tailored data governance

What do you gain with data?

2x

data driven
decisions

5x

faster
decisions

3x

executing
decisions

2x

financial performers

Using data in
decision making is
a must-have to
remain competitive

Source: Bain Big Data Diagnostics Survey

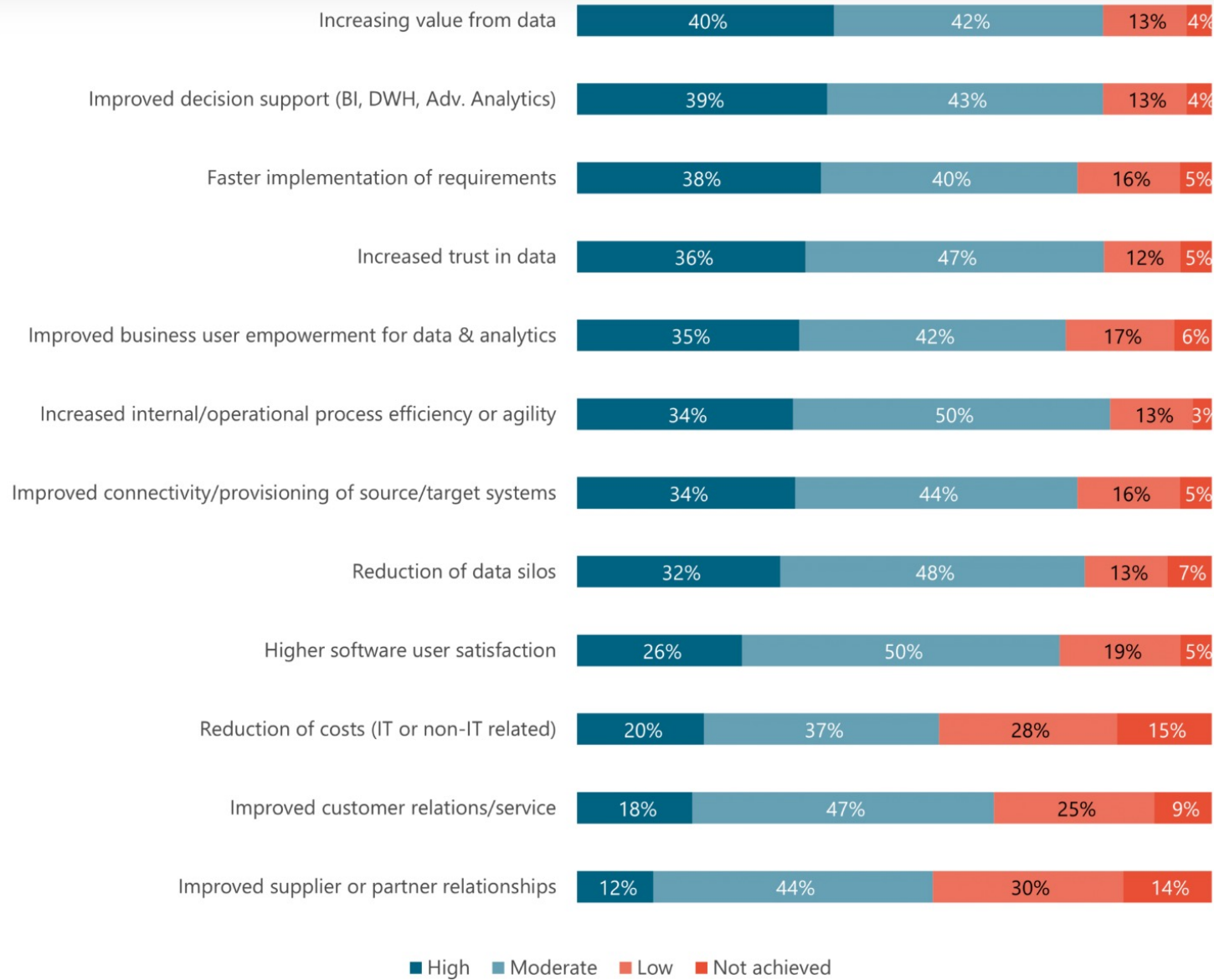


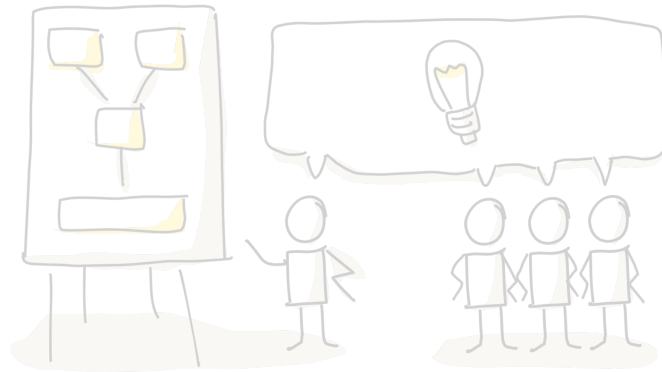
Figure 1: Business benefits achieved through the use of data management software (n=664)

DEFINING & SELLING A STORY

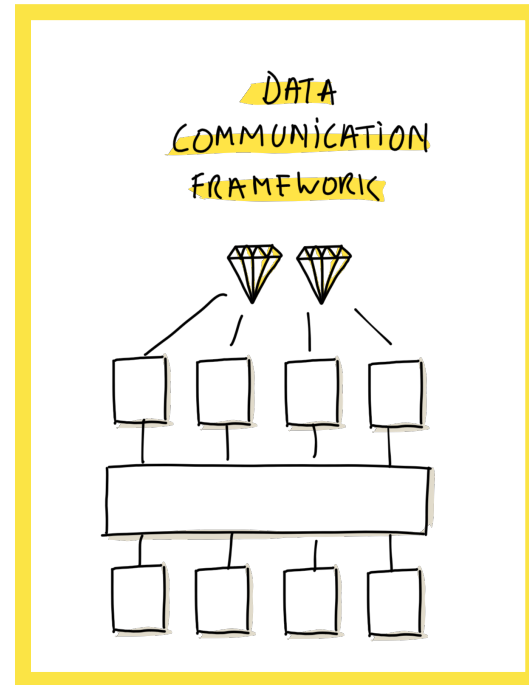
PRESENTING



STORYTELLING



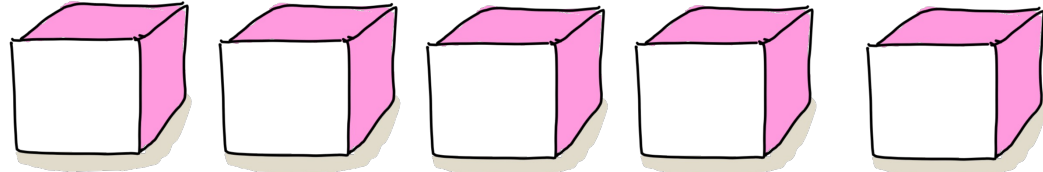
DATA COMMUNICATION FRAMEWORK



DATA VISION DEVELOPMENT



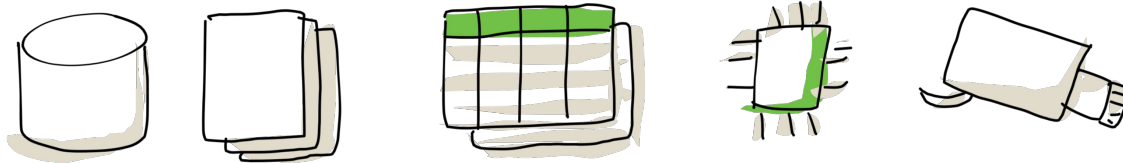
BUSINESS GOALS



USE CASES (PRODUCTS)



DATA PLATFORM

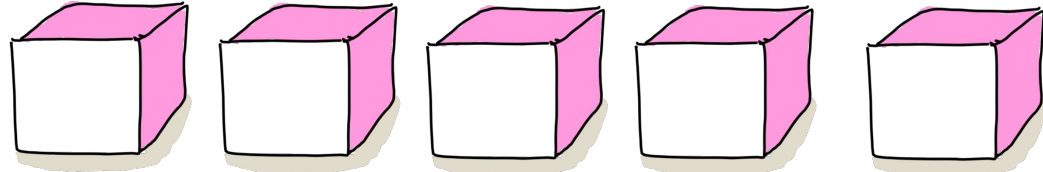


DATA SOURCES

DATA MANAGEMENT



BUSINESS GOALS



USE CASES (PRODUCTS)



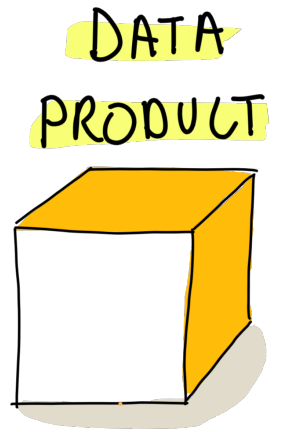
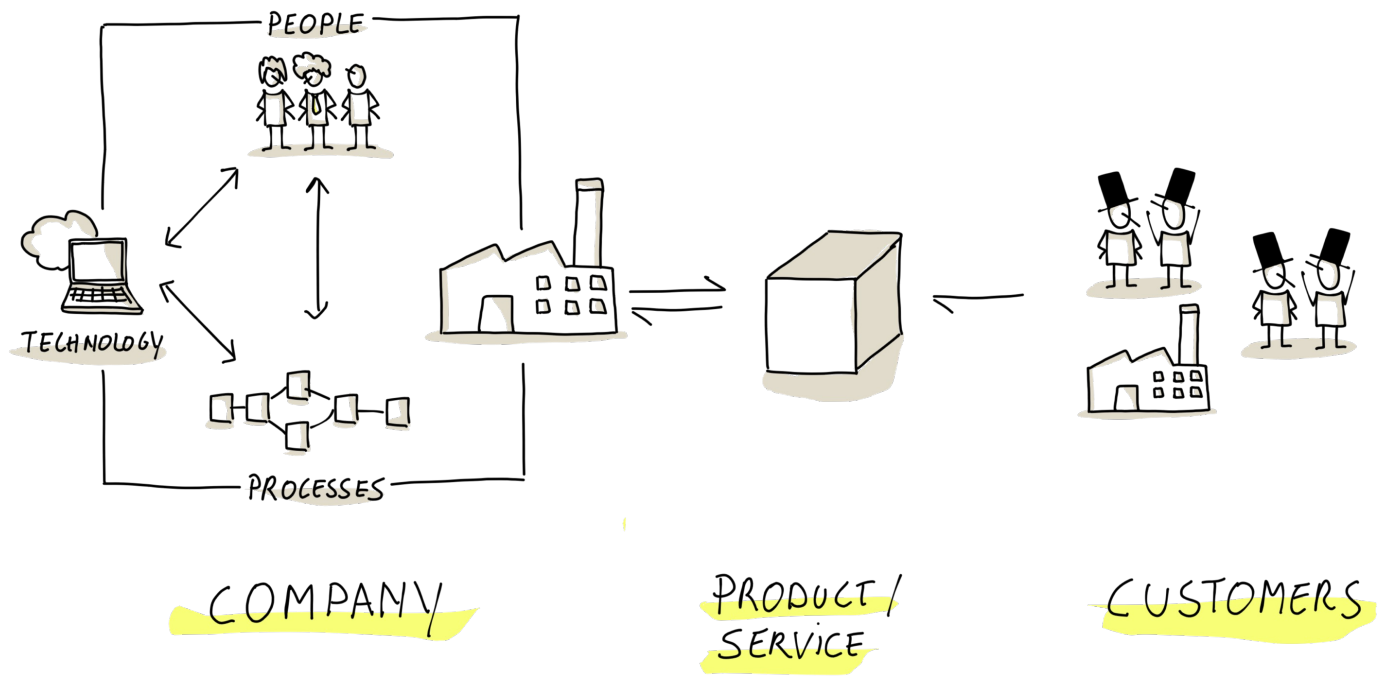
DATA PLATFORM

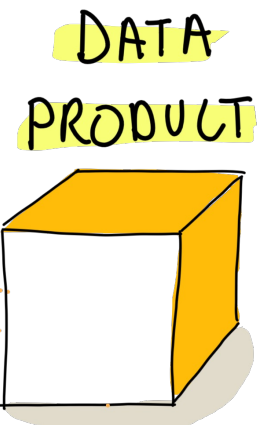


DATA SOURCES

DATA MANAGEMENT

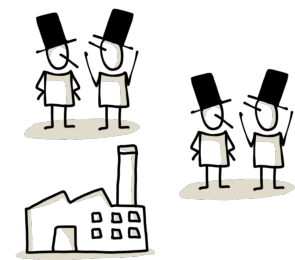
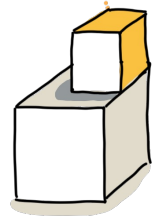
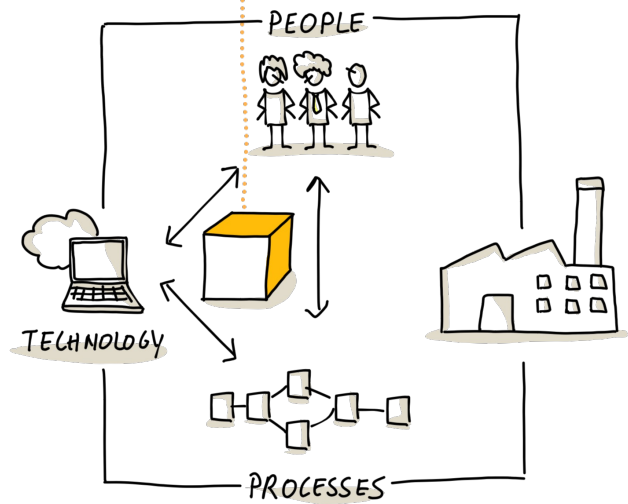






PROCESS-CENTRIC

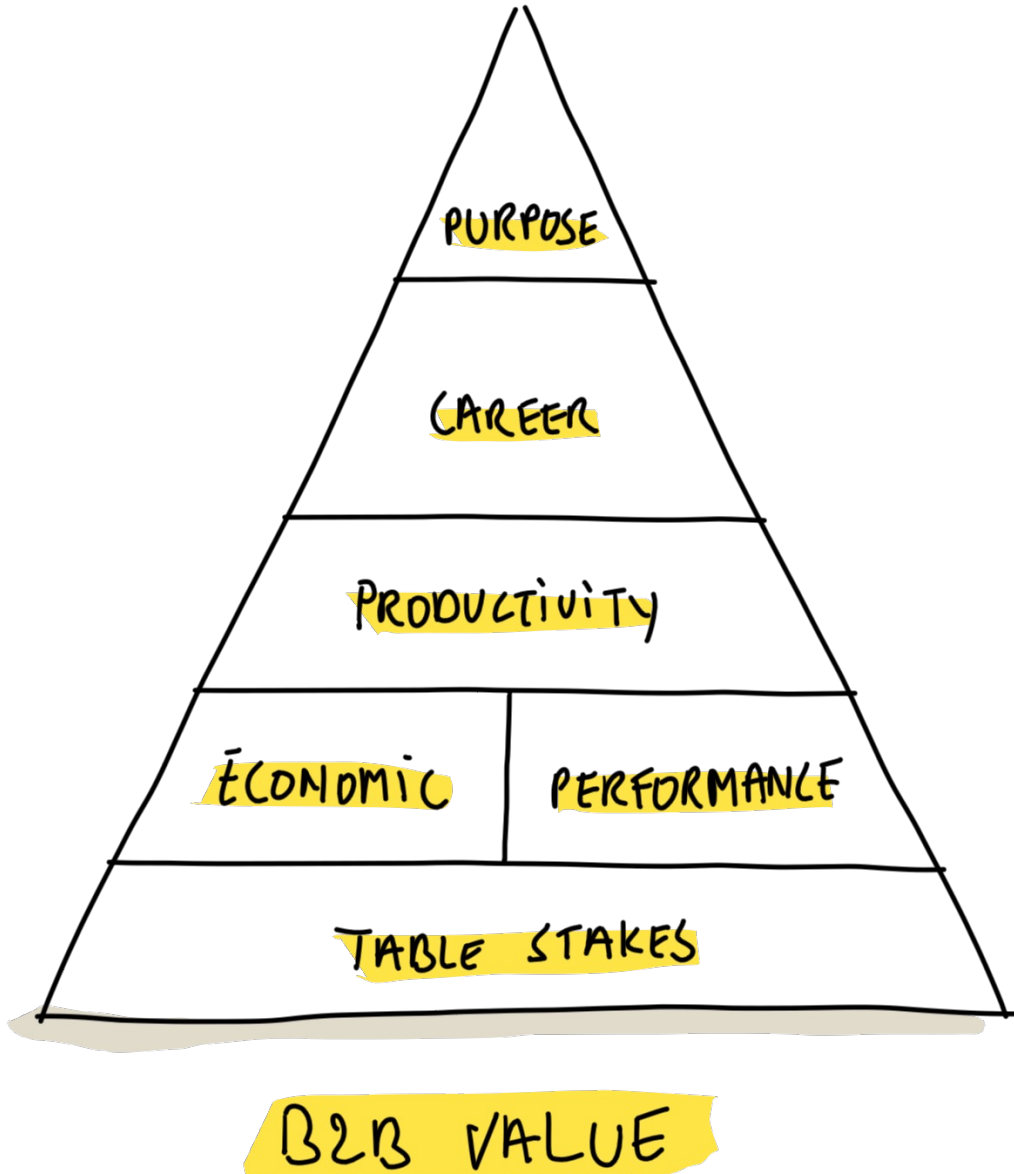
PRODUCT SERVICE-CENTRIC

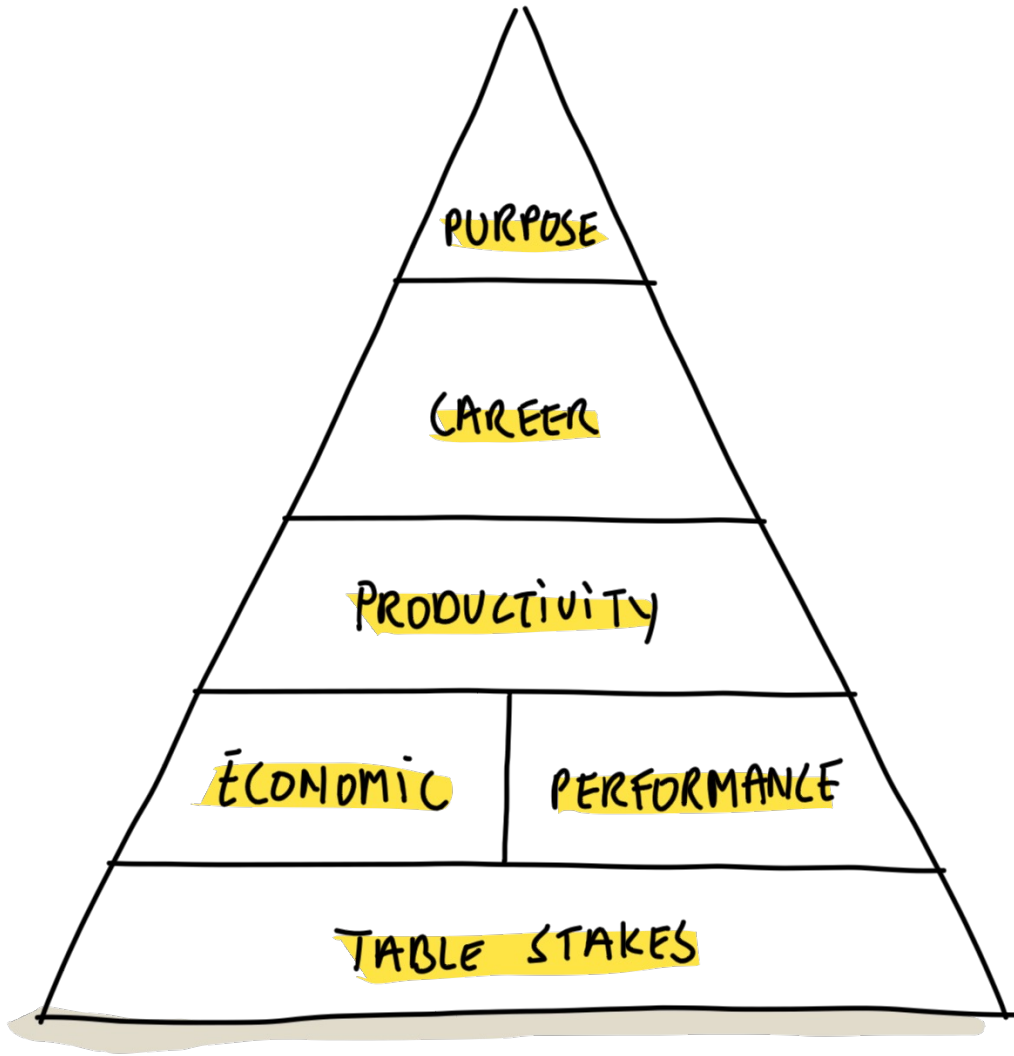


COMPANY

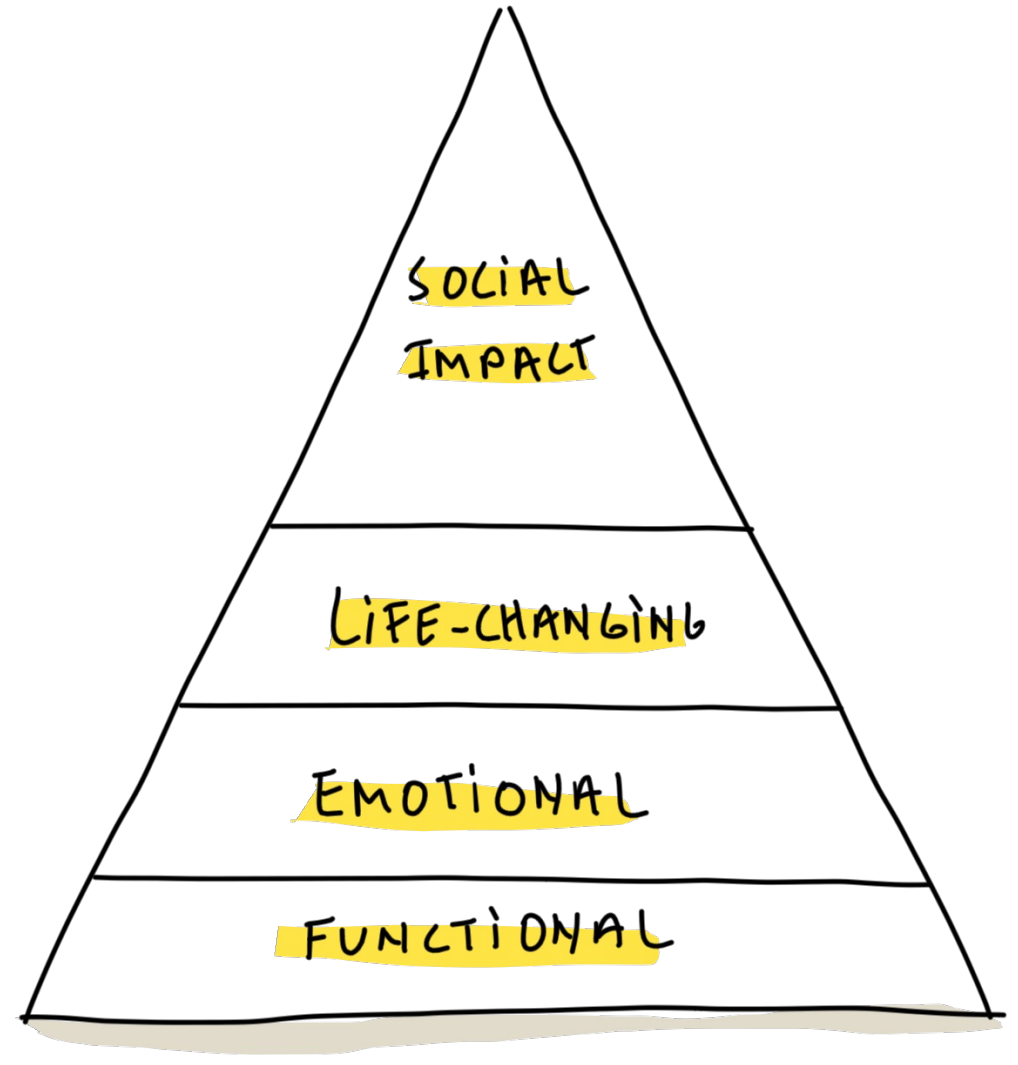
PRODUCT / SERVICE

CUSTOMERS

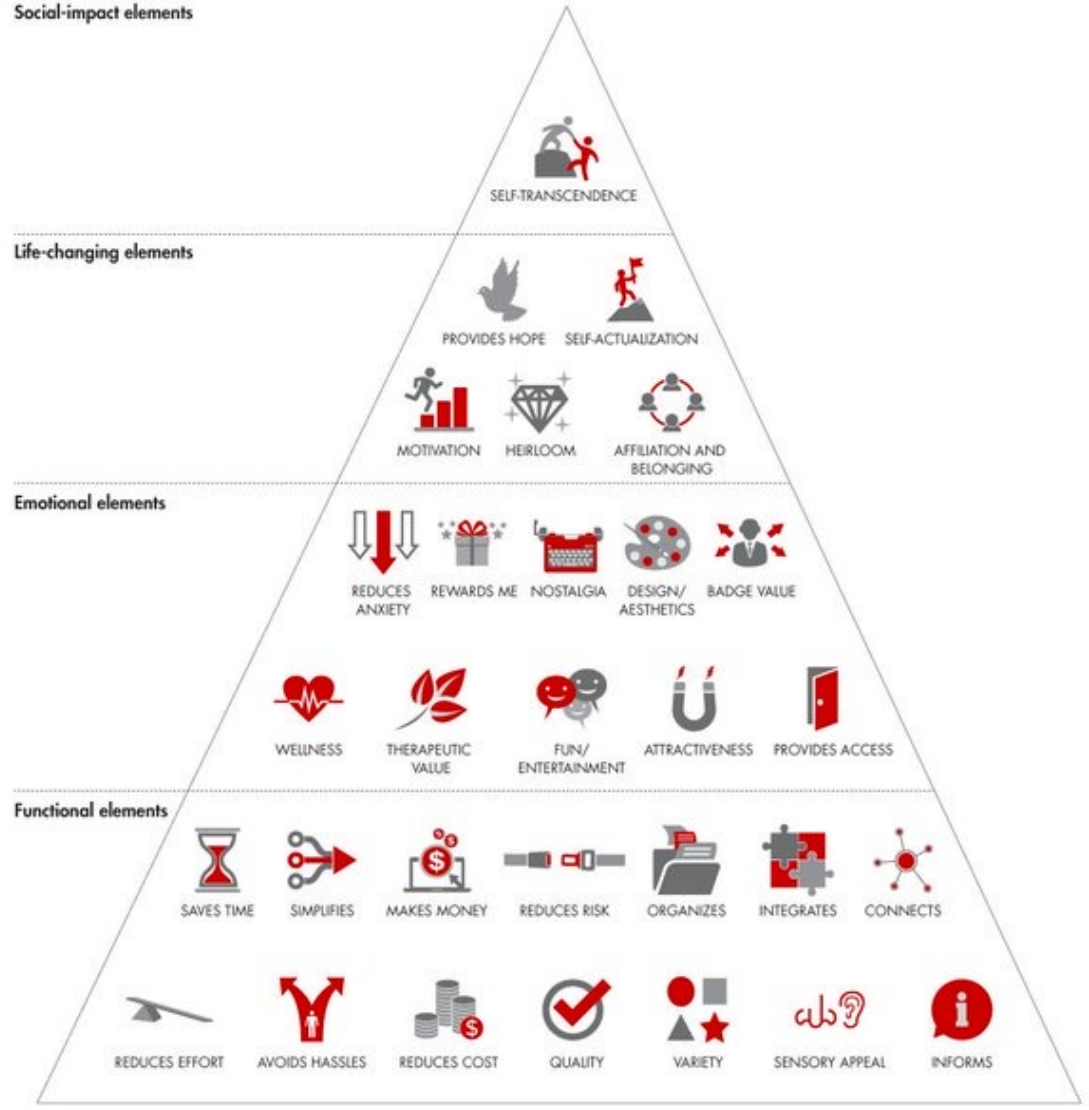
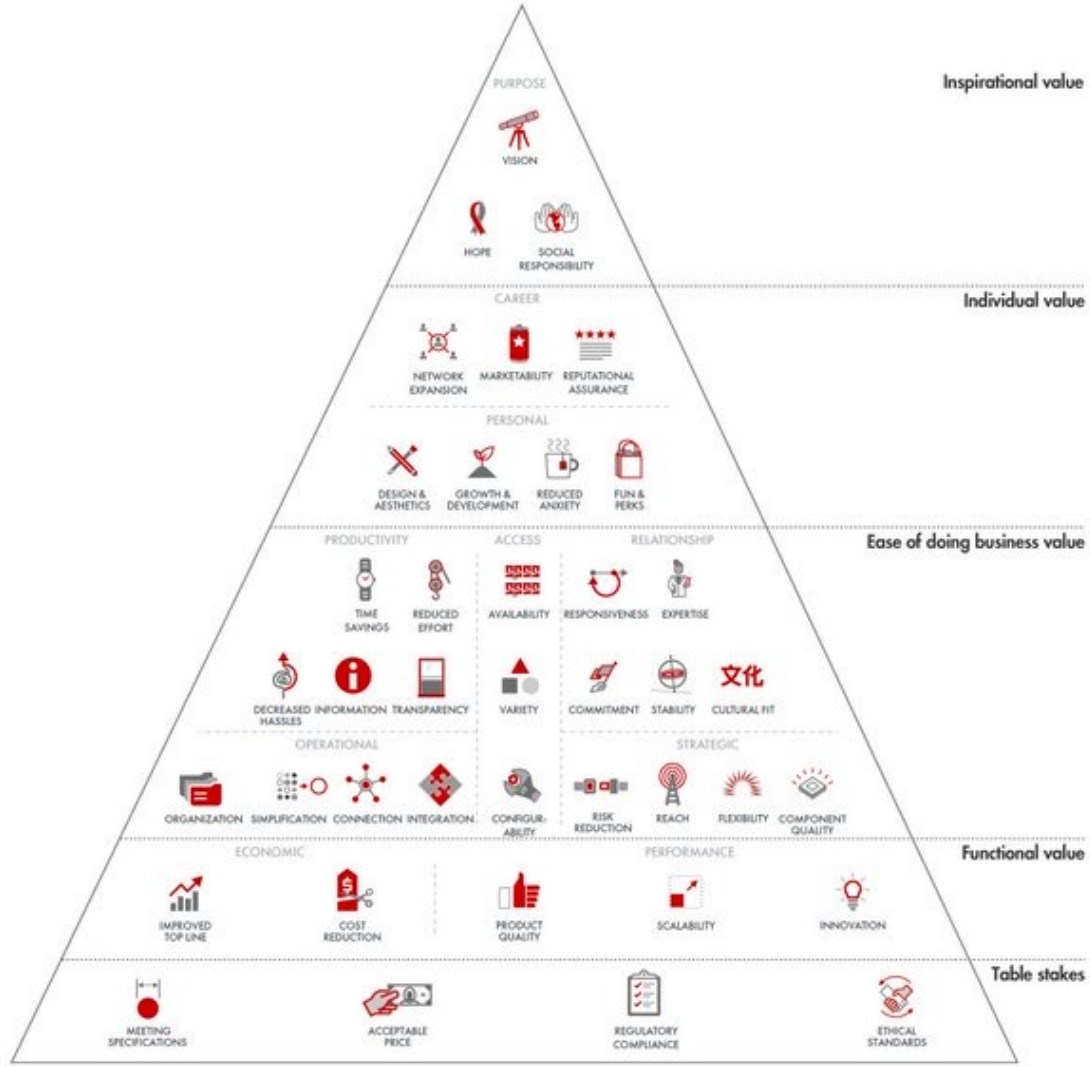




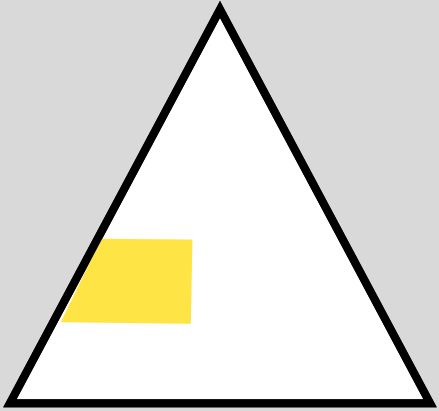
B2B VALUE



B2C VALUE



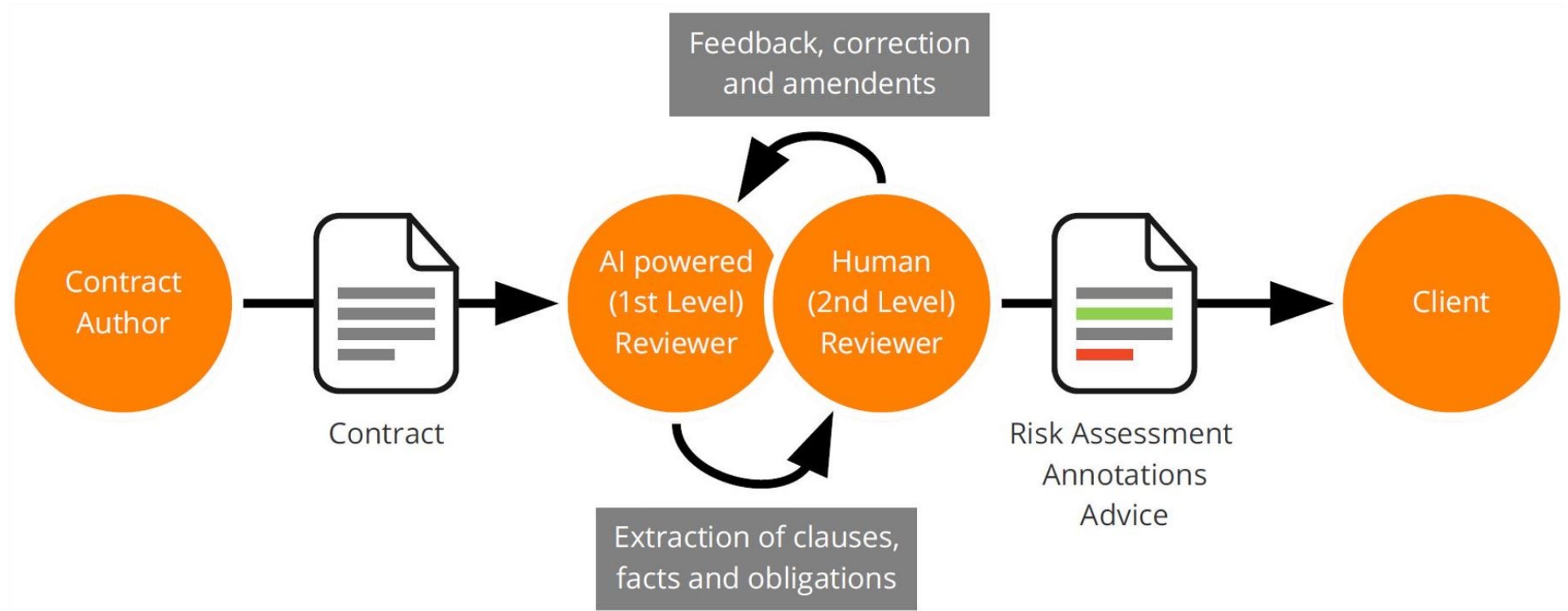
B2B



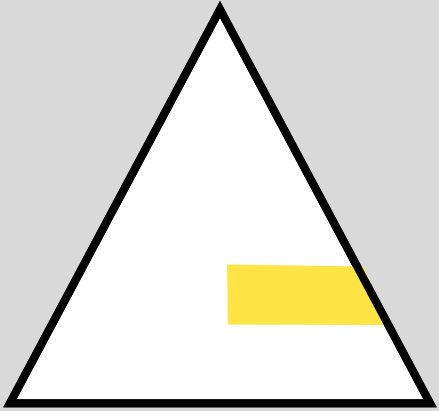
PRODUCTIVITY

**REDUCING
EFFORT**

**TIME
SAVINGS**

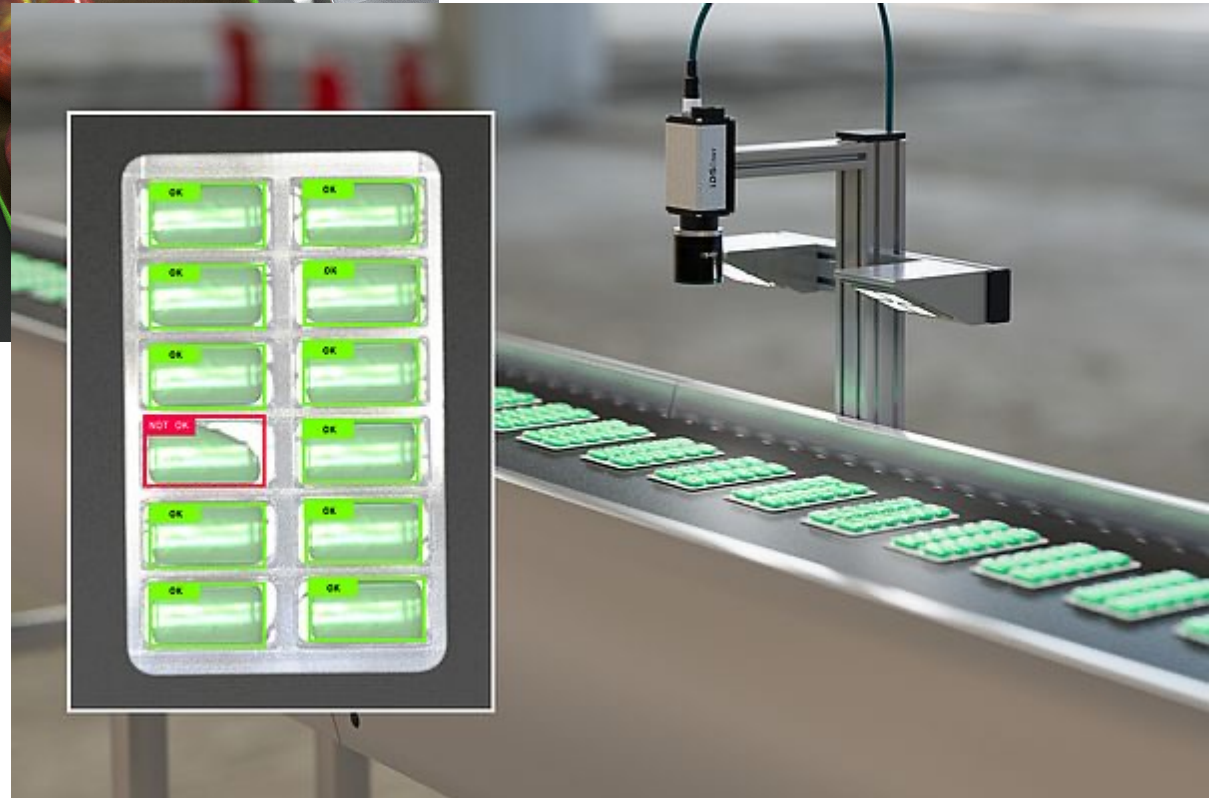
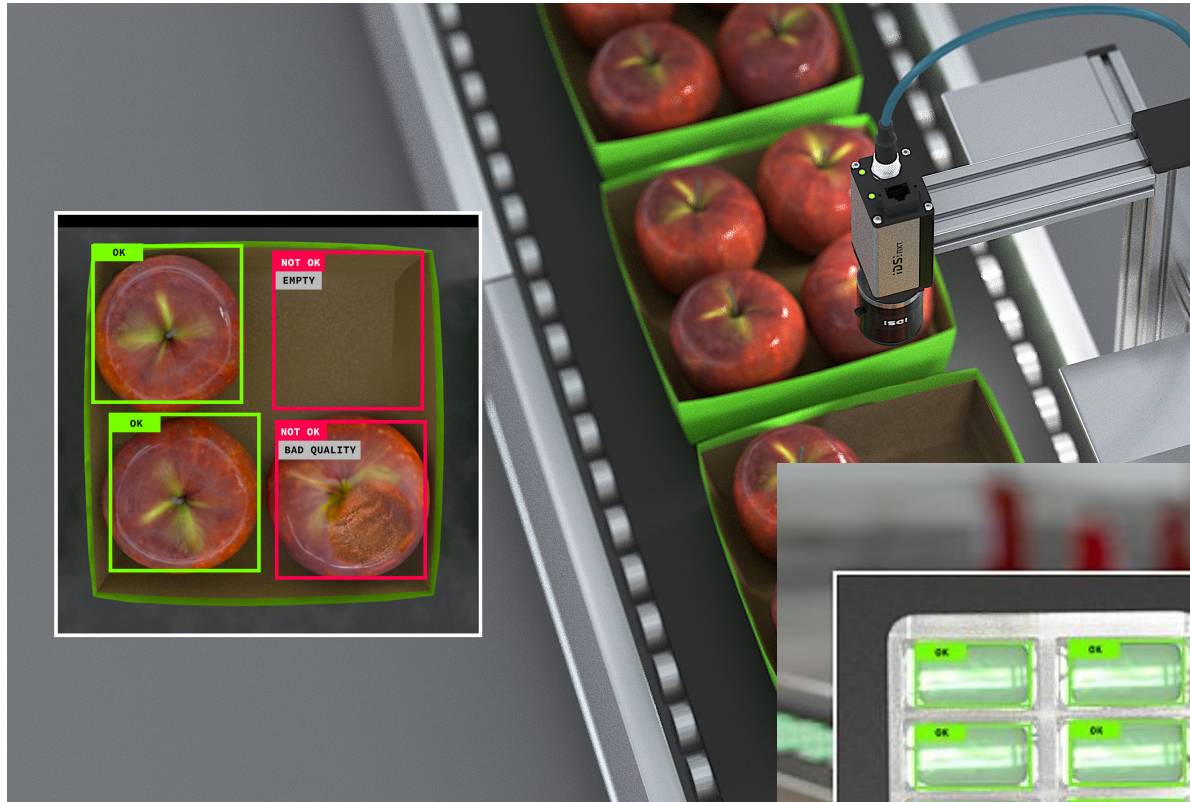


B2B



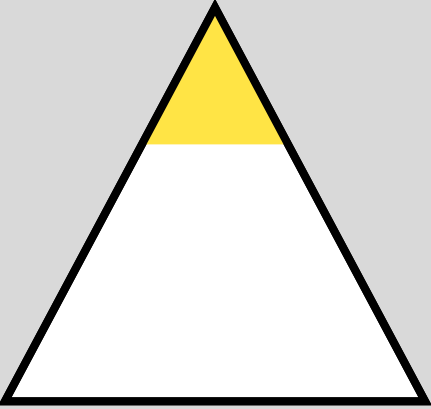
PERFORMANCE

**PRODUCT
QUALITY**



[\[Detecting, Sorting, Counting – How AI Vision Can Be Integrated in Just a Few Steps\]](#)

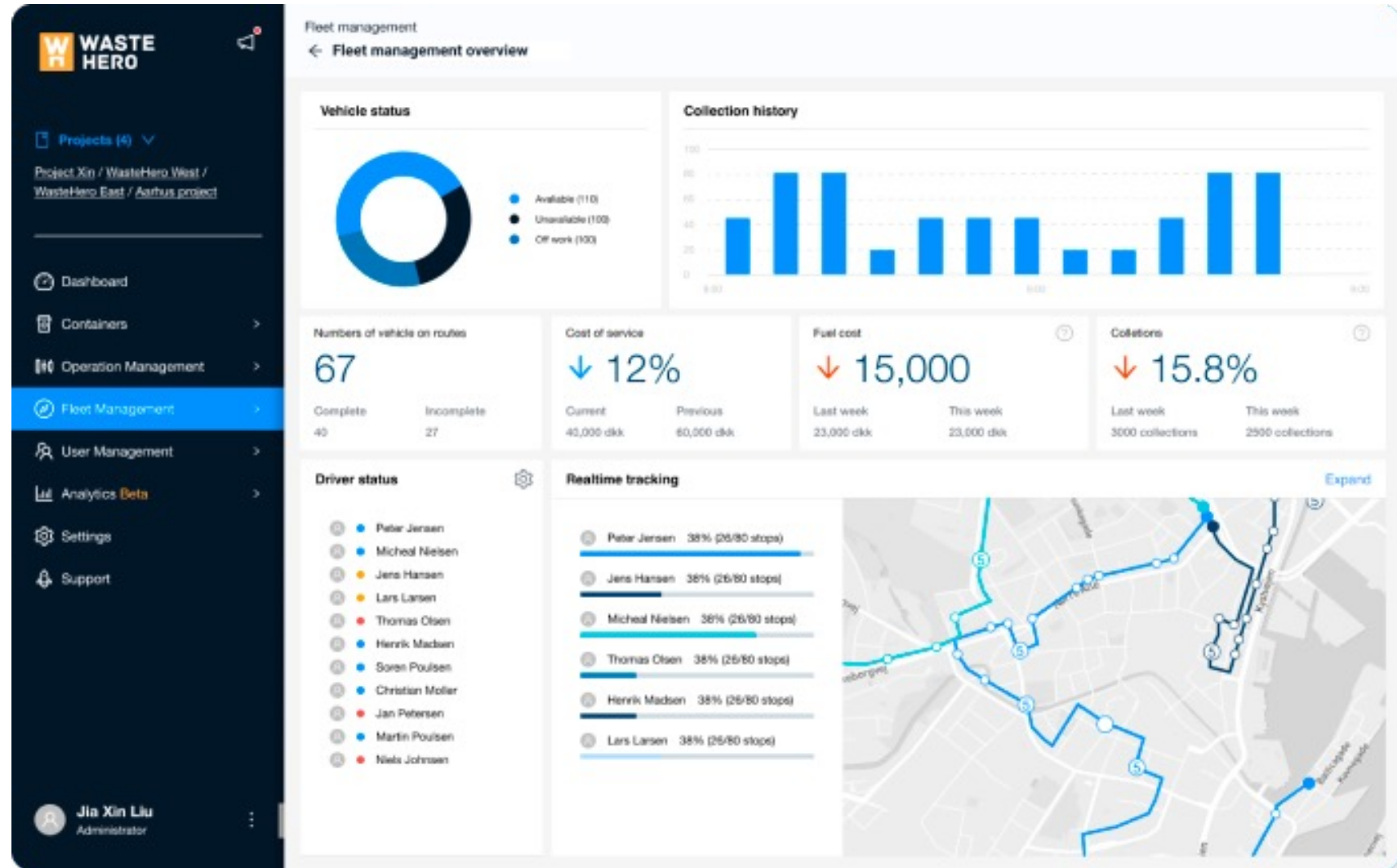
B2B



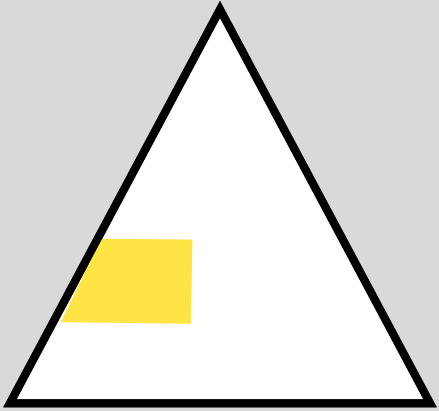
PURPOSE

**SOCIAL
RESPONSIBILITY**

ESG – Environmental, Social and Governance Goals



B2B



PRODUCTIVITY

AVAILABILITY

Jimmy 5:41 PM

How can I change my password?

Pete the Chatbot 5:42 PM

Please give me your email address.
I'll send you a special link.

Jimmy 5:41 PM

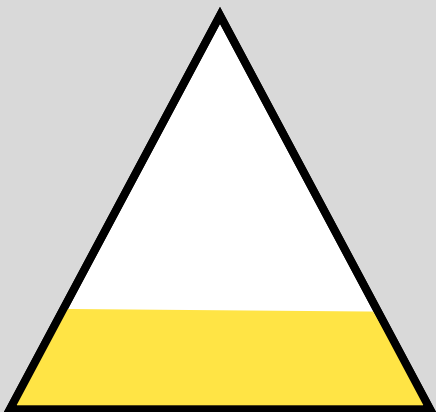
jimmy@sample.com

Pete the Chatbot 5:42 PM

Thanks! Please check your email inbox! ❤️

× support × password × newsletter

B2C



FUNCTIONAL

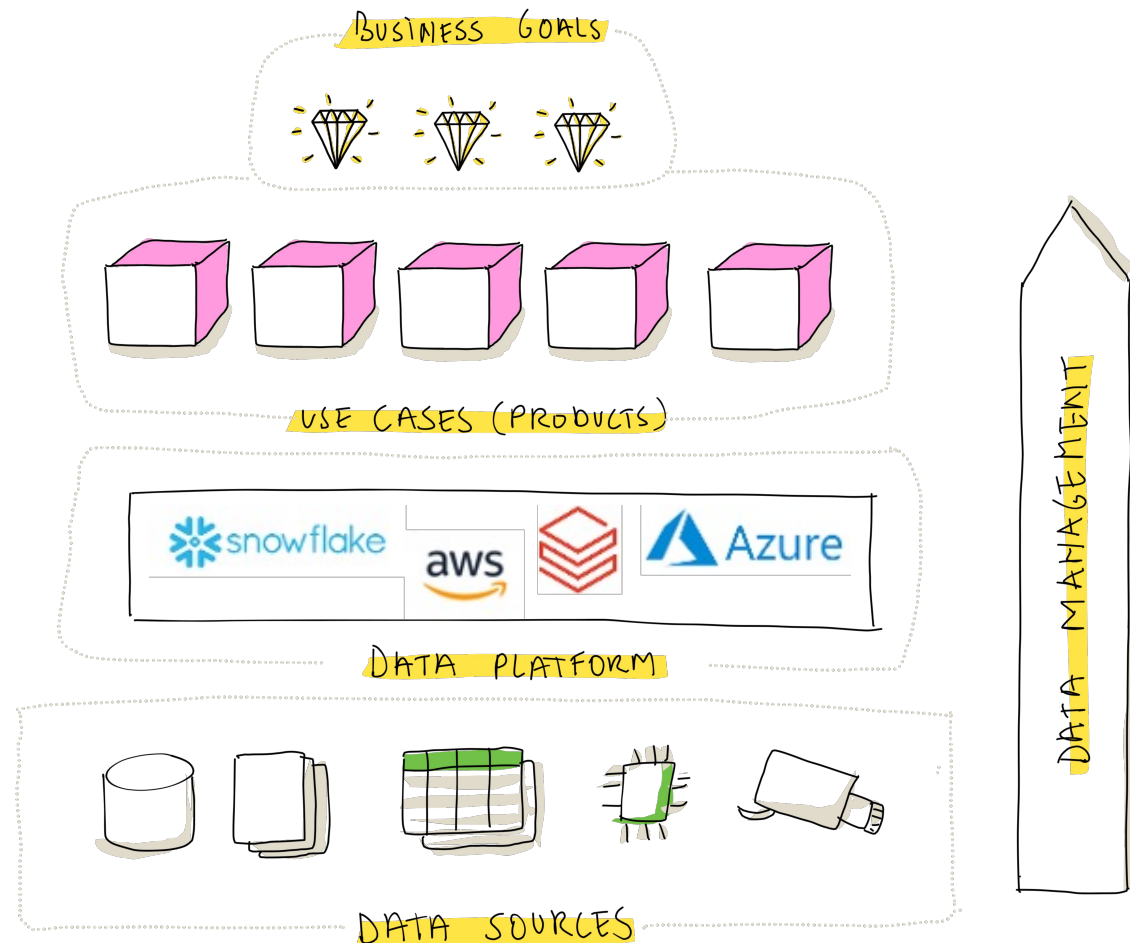
INFORMS

**REDUCING
COST**



Exercise 5: Fill the framework!

- Give **products** that **you helped to create**
- Explain **how they realized business goals**
- Which **data management challenges** did you face?
- Per 2
- Max 5 products per group

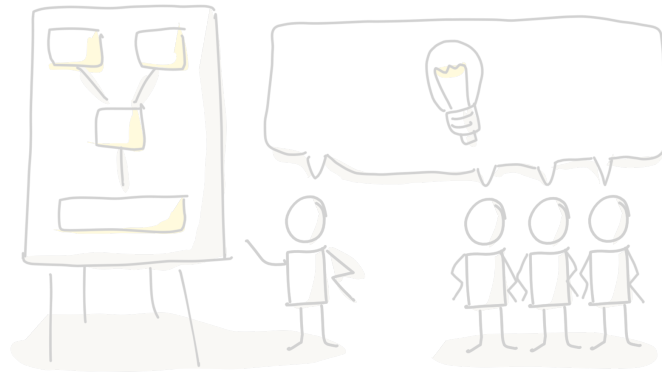


DEFINING & SELLING A STORY

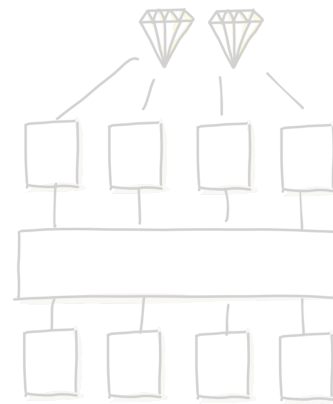
PRESENTING



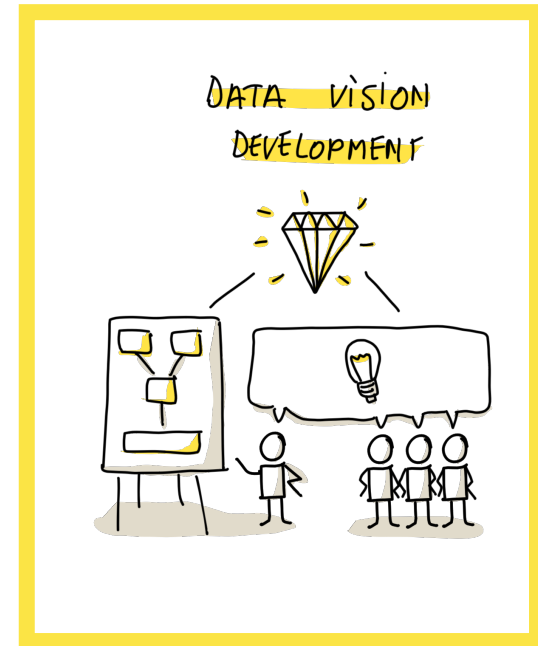
STORYTELLING



DATA
COMMUNICATION
FRAMEWORK



DATA VISION
DEVELOPMENT





How did Juvo help other customers to realize business goals with data?





How did Juvo help other customers to resolve data management issues?



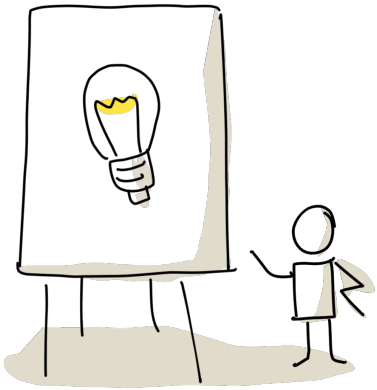
Exercise 6: Your Vision

- Make ‘standard slide decks’ – ready to be customized with a story per customer
 1. “How did Juvo help other customers to realize business goals with data?”
 2. “How did Juvo help other customers to resolve data management challenges?”
- Data Story format
- Show experience!
- Per 3

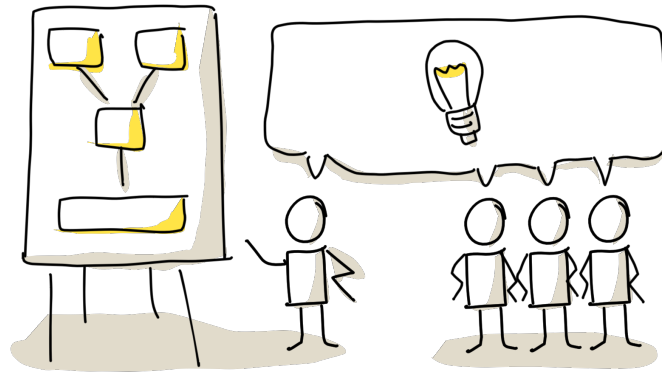


DEFINING & SELLING A STORY

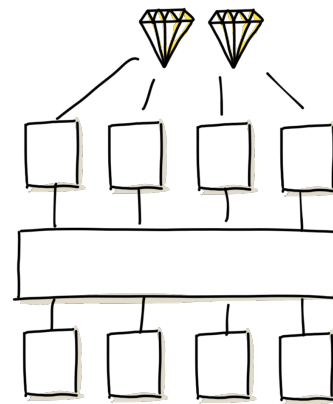
PRESENTING



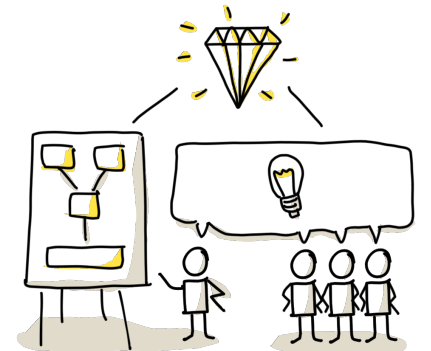
STORYTELLING



DATA COMMUNICATION FRAMEWORK



DATA VISION DEVELOPMENT



2 DAY TRAINING

31/7

DEFINING AND
SELLING A STORY

14/8

WORKSHOP
TECHNIQUES

