

GS1 Innovation Café

Artificial Intelligence for better data quality

14 November 2019



Agenda - 14 November 2019

15:00 - Welcome by the chairman of the GS1 Innovation Committee

Wouter Schaekers - Supply Chain Innovation & Sustainability Procter & Gamble

15:05 - AI and Data Quality

Jan Merckx - Innovation Manager, GS1 Belgilux
Mayra Castellanos - Innovation Manager, GS1 Germany

15:30 - From the GS1 Research Labs

Klaus Fuchs - Auto-ID Labs, ETH Zürich

16:00 - The use of AI at GS1

Eelke van der Horst - Data Scientist, GS1 Netherlands

16:15 - Smart with Food

Ellen Verhasselt - International Business Development, Smart With Food

16:30 - Q&A

17:00 - Networking reception

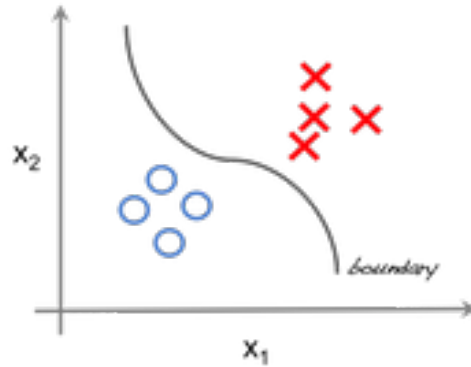


What is AI?

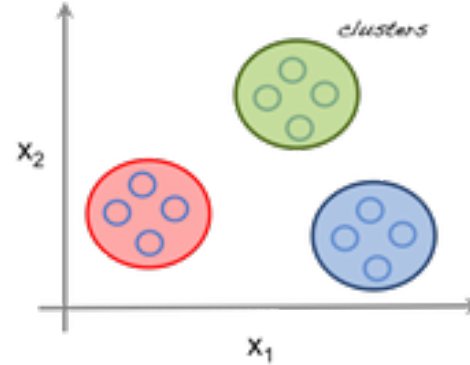
- Broad concept
- Machine learning

Machine learning

Supervised learning

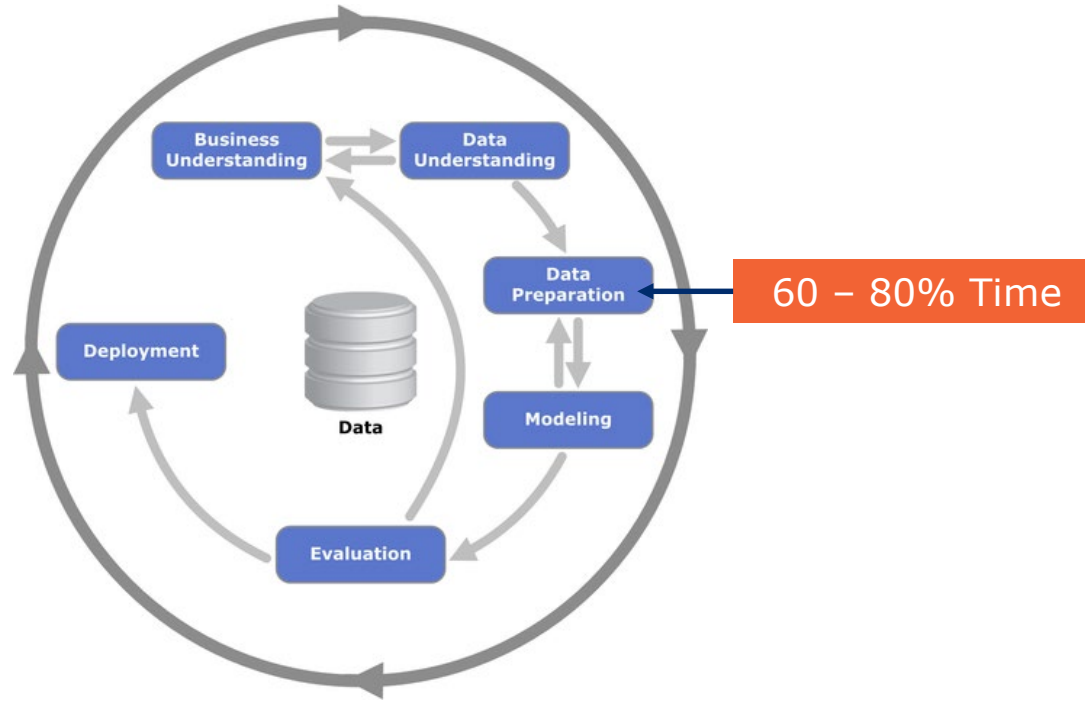


Unsupervised learning



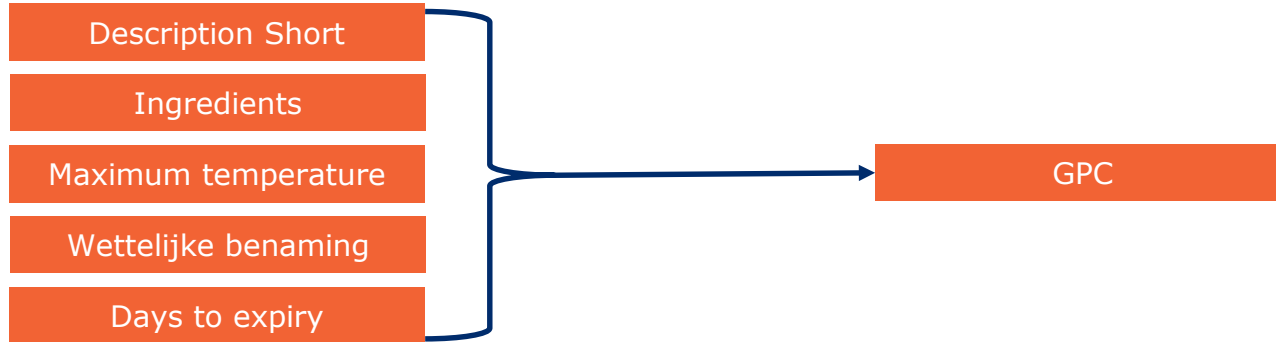
Development of Data Science Product

- CRISP-DM



GPC FMCG prediction case

- Important field to predict



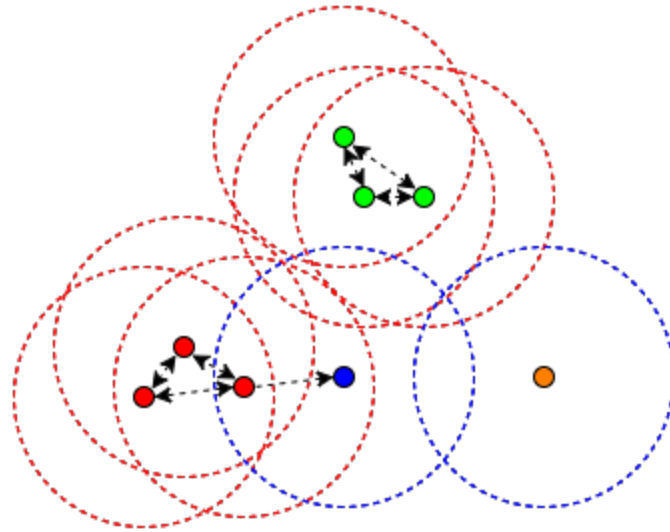
What held us back?

- Data Quality
 - Data Quality
 - Data Quality
-
- Use case was not clear enough

Data Quality Program – Standard product



Data Quality Program – Standard product



Facts about Standard products

- 340 standard products (25 packaging type codes)
- No physical check needed for 5300 products
- Estimated savings of € 265.000

Key takeaway

Without high quality data, no data science