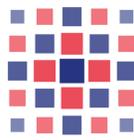# SOBIGDATA

CHALLENGE US 2023

Please submit the filled form to
challengeus@sobigdata.eu

Form for Scouting Projects on BigData in Challenge Us

(Use fonts of at least 11pt, attachments are not allowed)

Company Name: ABC
Business Name: XYZ holdings Pvt. Ltd.
Nation: Germany
Main Business Activity: ABC is actively involved in innovation and research, specifically in the area of food provision (or finance or automobiles, hospitality, food etc.). A
Short Company's Description: Company was founded in 1920 with an aim to promote German food dishes across the globe. The main aim of the company is to provide its customers with an authentic taste of German dishes. In 1950, ABC also diversified its operations by opening restaurants. Presently, it has 15 restaurants in various parts of the world.
Number of Employees: 120
Contact person (name, surname): Klaus Rummenigge, Greta Kalle.
Email contacts: klaus.rummenigge@abc.com, greta.kalle@abc.com
Other companies or universities involved in the project: JKL AG

SOBIGDATA
CHALLENGE US 2023

Section 1.

Brief description of the problem and / or project (max 20 lines)

Indicate the problem that you intend to solve with the use of big data, and its relevance in the company's business and the national / international market. What types of data, which users are involved, which application scenarios, etc.

ABC company has its customers across the globe and is recorded in millions. We often receive complaints regarding food products. We are involved in a new setup where we would like to respond to complaints of our customers in real time. We already have thousands of complaints in our database in a textual format. The idea is to use advanced Artificial Intelligence (AI) algorithms to learn from existing customers' complaints, and the solutions which were proposed. Learning from such a large set of textual data, which is of 100GB is a challenging task. The new AI based system will handle complaints by itself and will provide solutions automatically

Section 2.

Description of the social / industrial / economic impact of the project (max 20 lines):
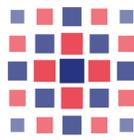
Indicate the impact that the proposed solution may have on: (i) the proposing company and its national and / or international market; (ii) prospects of relapse for the regional / national economic system of the proposed technologies; (iii) degree of innovation.

The project will be of great benefit to:

1) the company as we will be able to solve the issues related to delay in answering the complaints

2) the customers as the project aims to lower the latency time considerably and improve customer satisfaction.

To summarize, the project will have economic and social impact.

Section 3.

Type of support requested from SoBigData.eu (max 10 lines)

Indicate and discuss at least one of the following scenarios: (i) data is available, and you want to study their potential in the reference business context; (ii) a problem has been identified and you have data for it, and you want to solve it with the help of the SoBigData++ researchers; (iii) same as (ii) above but the solution is known and you need the tools available on the SoBigData++ platform.

We have some data, which we are not able to analyze for the business. In addition, we would also like to extract more data such as demographic information of customers. In addition, we need help on designing a strategy for this.

Section 4.

Previous experience of the company for the collection and analysis of data (max 10 lines)

If you have "no" experience then you can write -- No experience

If you have experience then you can describe. We are providing a sample below.

The company regularly extracts textual (complaints) from the emails we receive on customer email id.

Section 5.

Other useful information for the evaluation (max 10 lines)

You can write here whatever you think could be useful for evaluating your proposal.

I consent to the use of my company name and logo for the sole purpose of promoting the Challenge Us and the SoBigData++.eu project:

YES

NO

Place and Date:

Sign of the Submitter