AI is exciting but data governance still rules business

Organisations want to invest in cutting-edge technologies but need to focus on the data analytics fundamentals first.

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DataCon Africa 2018
February 26-28, Cape Town, South Africa

Corinium, a company that specialises in data analytics events, has research-based advice to give to companies looking to implement AI into their businesses. *"Whilst these technologies are enticing, and often board/C-level pushed, the majority of companies still need to get their data fundamentals in order. This means sound data governance principles built around good quality data,"* says **Craig Steward**, *Managing Director: MEA* at **Corinium**.

There is no doubt that AI and other cognitive technologies can give businesses a competitive advantage but the business needs to be ready for them. And in most cases the level of data maturity in organisations is still too low. To be truly effective an AI-based application needs to be fed vast amounts of good-quality data. Many businesses have access to a lot of data, but in most cases significant cleansing and remediation needs to happen before it is usable.

Research with senior data analytics leaders in the lead-up to DataCon Africa 2018 has uncovered that the majority of organisations are now focused on improving the management of their data. It's not an easy change management programme for the leaders but with top-down support the acceptance of data as an asset is steadily growing. And, over time, instances of valuable AI applications will arise.

Craig Steward will be hosting over 150 data analytics and data science professionals at a three-day event in Cape Town from 26 to 27 February 2018. Examples of topics under discussion are: **Building a Data Driven Enterprise, implementing a Sustainable Data Governance Culture and How to Build Trust in AI & Operationalise its Use**.

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