

# DATA+AI SUMMIT 2022

ORGANIZED BY  databricks

## Retail and Consumer Goods Guide to Data + AI Summit

JUNE 27-30 2022 | MOSCONE CENTER & VIRTUAL

# Building the Modern Data Stack on the Data Lakehouse

Hello!

You're invited to open your world to the new innovations at Data + AI Summit 2022. It's great to be back in person at the Moscone Center at our biggest event to date.

This Retail and Consumer Packaged Goods (CPG) Guide to Summit is designed to ensure you get the most from your experience. We have organized a stellar lineup of Retail and CPG sessions with industry leaders, including Anheuser-Busch, IKEA, Wehkamp, 84.51° and many more covering real-life use cases like sales forecasting, on-shelf availability, recommendations, churn analysis and more. We are also featuring a series of interactive solution demos to help you get started innovating with AI.

In addition, we have put together a Retail and CPG Forum — our most popular industry event — featuring a keynote from Instacart covering the growth of retail media and its impact on retail and CPG brands as well as the importance of partnerships to drive joint data innovations.

Beyond the keynote and customer talk, we will have an executive panel with speakers from Shipt, Walgreens, PetSmart and 84.51°.

Take the time to network in person or through the virtual platform and ask any Databricks team members, aka Bricksters, questions — we are excited to help you! And be sure to check out the [full agenda](#) for the most up-to-date information.

We look forward to a compelling week of data and AI with you!



**ROB SAKER**

*RVP and Global Industry Leader,  
Retail and Consumer Goods, Databricks*

**DAIS 2021 (VIRTUAL)  
HIGHLIGHTS:**

<p style="font-size: 2em;"><b>100K+</b></p> <p>PARTICIPANTS</p>	<p style="font-size: 2em;"><b>200+</b></p> <p>SPEAKERS</p>
<p style="font-size: 3em;"><b>160</b></p> <p>COUNTRIES</p>	

**This year we are going BIG with industries!**

	RETAIL & CONSUMER GOODS		FINANCIAL SERVICES
	HEALTHCARE & LIFE SCIENCES		MANUFACTURING
	MEDIA & ENTERTAINMENT		PUBLIC SECTOR

# Data + AI Summit 2022

HYBRID, JUNE 27-30, 2022

Attend virtually for free, or join us live  
at the Moscone Center in San Francisco

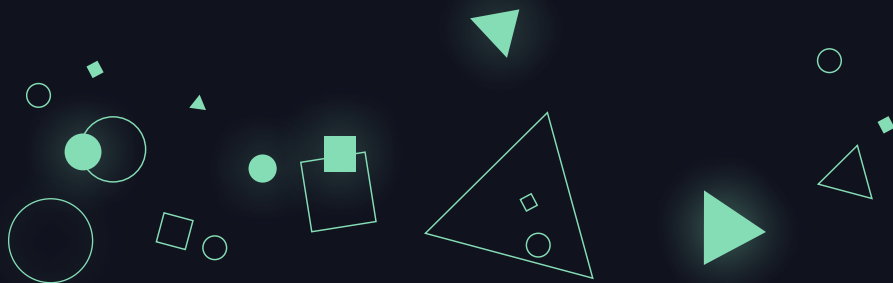
Register Now

Data + AI Summit is the global event for the data community, where practitioners, leaders and visionaries come together to shape the future of data and AI. This guide outlines specific tracks relevant to Retail and Consumer Goods that you may be interested in. Get ready for four days packed with keynotes by industry visionaries, technical sessions, hands-on training and networking opportunities.

**Data + AI Summit is hybrid this year**  
— and it's easy to register [here](#).

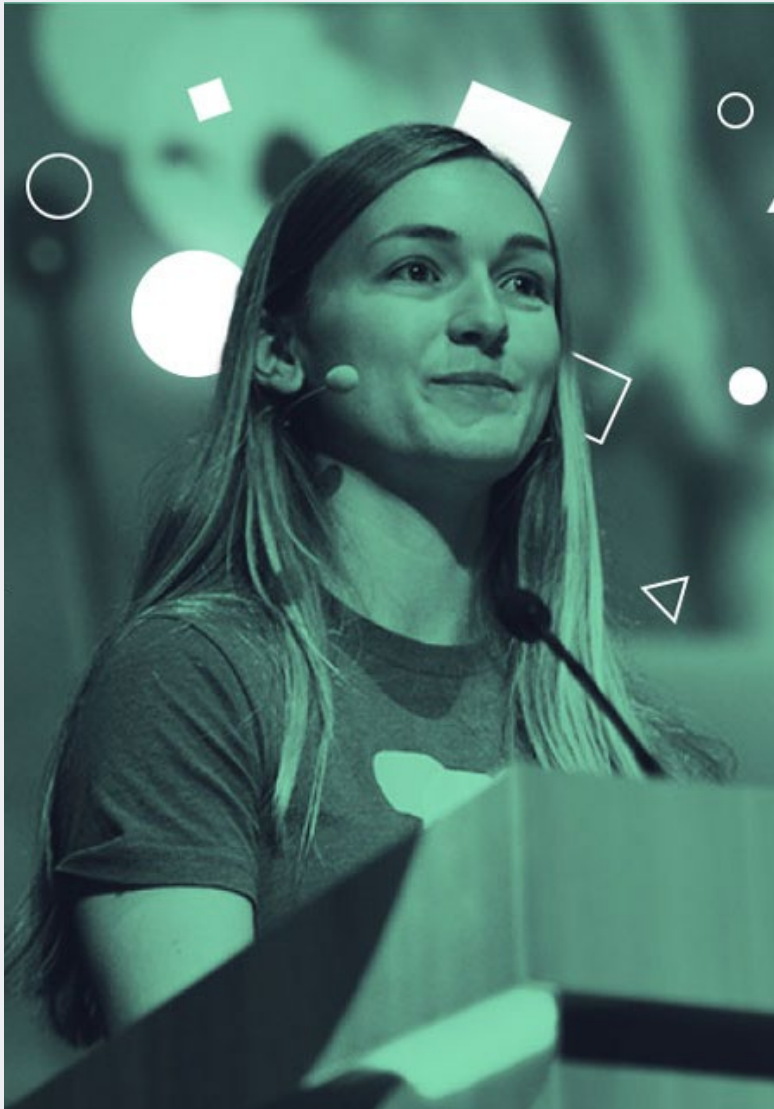
## Top 5 reasons to attend DAIS

- 1 Learn best practices from thought leaders at Instacart, Gap, 84.51°, Walgreens, PetSmart, Shipt and more who have already achieved business outcomes with data and AI
- 2 Gain insight on practical applications of advanced analytics in retail and consumer goods
- 3 See how the Lakehouse for Retail is changing the world — putting the AI in RETAIL
- 4 Network with other data and AI leaders and practitioners
- 5 Take a break and stop by our Retail Lounge to meet Databricks and our partners



# Create Your Own Experience

We have created four different Retail and Consumer Goods experiences so that you can get the most from Summit:



## 1 RETAIL AND CONSUMER GOODS FORUM

Learn from the most innovative industry leaders with keynotes and panel discussions from some of the biggest global brands

## 2 BREAKOUT SESSIONS

Deep dive into specific topics and technical sessions with a leading expert from your field who has tackled the data and AI problems you are looking to solve

## 3 INTERACTIVE DEMOS

Join an interactive Solution Accelerator demo for popular Retail and Consumer Goods use cases and AMA sessions with our data and AI technical experts

## 4 INDUSTRY LOUNGE

Visit our industry lounge for refreshments, networking and live demos

# All Things Retail and Consumer Goods at Summit

Use this section to schedule and design your Summit experience around Retail and Consumer Goods and our **industry forum**, **breakout sessions**, **interactive demos** and **networking lounge**.

## Retail and Consumer Goods Forum

TUESDAY, JUNE 28 | 3:30 - 6:00 PM PT

LOCATION: MOSCONE SOUTH, ROOM 303

Join us for our most popular industry event, featuring our Retail and Consumer Goods keynote and panel discussion with thought leaders from some of the largest brands in the world. Hear firsthand how they are unlocking the power of data and AI to win market share and reduce costs by better understanding their consumers.

### Keynote

**VIK GUPTA**  
Vice President of Engineering  
Instacart Ads

### Panel

**NICK HAMILTON**  
VP of Engineering  
84.51°

**BARRY RALSTON**  
Director of Engineering, Analytics Data Platform  
Shipt

**MIKE MARESCA**  
Global Chief Technology Officer  
Walgreens

**ELPIDA ORMANIDOU**  
VP of Analytics and Insights  
PetSmart



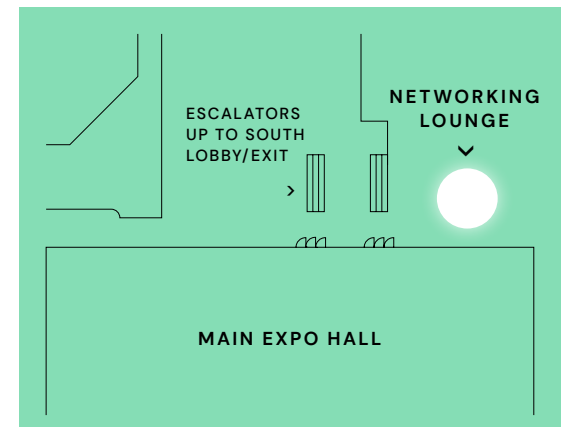
## Retail and Consumer Goods Industry Lounge

TUESDAY, JUNE 28 | 10:00 AM - 9:00 PM PT

WEDNESDAY, JUNE 29 | 10:00 AM - 7:00 PM PT

LOCATION: EXPO LEVEL 1, OUTSIDE MAIN HALL

Connect with Databricks Retail and Consumer Goods experts, partners, technical leaders and other attendees in our dedicated lounge space for informal discussions and networking. Learn about how Databricks and our partners collaborate with industry leaders to innovate and transform operations with data and AI across the industry.



## Breakout Sessions

We have a [full agenda of Retail and Consumer Goods](#) talks taking place at Data + AI Summit. See which ones best fit what you're looking for.

# Retail and Consumer Goods Agenda at a Glance

TUESDAY, JUNE 28				
TIME	TYPE	TITLE	SPEAKER	COMPANY
10:00 AM PT - 9:00 PM PT RETAIL AND CONSUMER GOODS INDUSTRY LOUNGE				
12:20 PM PT	INTERACTIVE DEMO	Drive Faster, More Accurate Decisions With Real-Time Retail	SAURABH SHUKLA Specialist Solutions Architect	Databricks
3:30 PM - 6:00 PM PT	RETAIL AND CONSUMER GOODS FORUM	Keynote and the Retail and Consumer Goods Panel	Multiple	Multiple
3:35 PM PT	INTERACTIVE DEMO	Personalize Interactions With Propensity Scoring	TIAN TAN Solutions Architect	Databricks
5:30 PM PT	BREAKOUT SESSION	MLOps at DoorDash	HIEN LUU Sr. Engineering Manager	DoorDash
WEDNESDAY, JUNE 29				
10:00 AM PT - 7:00 PM PT RETAIL AND CONSUMER GOODS LOUNGE				
10:45 AM PT	BREAKOUT SESSION	Using Databricks to Build the Natural and Organic Product Dashboard in Power BI	EMMA KRUMMENACHER	84.51°
2:05 PM PT	BREAKOUT SESSION	Building a Data Lakehouse for Data Science at DoorDash	HIEN LUU Sr. Engineering Manager	DoorDash
			BRIAN DIRKING Partner Marketing	Databricks
2:50 PM PT	BREAKOUT SESSION	Intermittent Demand Forecasting in Scale Using Meta-Modeling (Deep Autoregressive Linear Dynamic System)	ABHISHEK SENGUPTA & BISWAJIT PAL	Walmart Global Tech
4:00 PM PT	BREAKOUT SESSION	A Vision for the Future With Edge ML-Powered Devices	FILIPA PELEJA Lead Data Scientist	Levi Strauss & Co.
4:45 PM PT	BREAKOUT SESSION	Fastest Speed to Market With Open Source Retail Analytics Platform	SUDHIR KULKARNI Vice President of Data Science and Platforms	Lowe's Inc.
		Quick to Production With the Best of Both Spark and TensorFlow on Databricks	RONNY MATHEW Senior Data Scientist	Rue Gilt Groupe

WEDNESDAY, JUNE 29				
TIME	TYPE	TITLE	SPEAKER	COMPANY
5:30 PM PT	BREAKOUT SESSION	Data Lakehouse and Data Mesh — Two Sides of the Same Coin	MAX SCHULTZE Data Engineering Manager	Zalando
		Building and Scaling Machine Learning-Based Products in the World's Largest Brewery	ARIF WIDER Software Engineering Professor & Technology Consultant	Thoughtworks and HTW Berlin
			RENATA CASTANHA Data Product Manager	Anheuser-Busch InBev
THURSDAY, JUNE 30				
8:30 AM PT	BREAKOUT SESSION	Leading Retailers Succeed on the Lakehouse	NICK HAMILTON VP, Engineering	84.51°
		Implementing an End-to-End Demand Forecasting Solution Through Databricks and MLflow	IVANA PEJEVA Data Engineer	Element61
			YOSHI COPPENS Data Engineer	Element61
9:00 AM PT	BREAKOUT SESSION	Powering Up the Business With the Lakehouse	RICARDO SIMON MOREIRA WAGENMAKER Data Engineer	Wehkamp
10:00 AM PT	BREAKOUT SESSION	Statistical Sales Forecasting of New Articles Using Natural Language Processing and Historical Sales Patterns at IKEA	RICHARD MAK Data Science Manager	IKEA
10:45 AM PT	BREAKOUT SESSION	Setting Up On-Shelf Availability Alerts at Scale With Databricks and Azure	KASHYAP KASINARASIMHAN Senior Director	Tredence

# Ask an expert

If you'd like to learn more as a follow-up to any of the sessions, please reach out to your account manager to coordinate a meeting with:

- Retail and Consumer Goods leaders and subject matter experts
- Technical experts of data in Retail and Consumer Goods
- Solution architects who have helped hundreds of customers

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Learn more about Lakehouse for Retail at [dbricks.co/retail](https://dbricks.co/retail)

Register Now

