

ARTIFICIAL INTELLIGENCE & BIG DATA WEEK 2019

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There were 37 data engineering students from school of computing, faculty of engineering, UTM Skudai went to the KLCC Convention Centre to visit an exhibition on Artificial Intelligence and Big Data Week 2019 (AIBDW). The purpose of the trip is to let us know more about the role of AI and data in the future and to know about the internship that the companies offered. We had been divided into a group with 3 members which is Wei Hong, Mirza Sabrina, and Azriana. We divided tasks which Wei Hong in charge as interviewer and report on the trend in AIBDW, Mirza as voice recorder and report on detail description on one booth while Azriana as photographer and report on exhibition contents.

Nowadays, many businesses will consider Big Data as their mainstream practice and they are constantly researching new tools and models to improve their Big Data utilization. In 2019, the trends in AI and Big Data will be more popular because the continuous growth of the Internet of Things (IoT) has provided several new resources for Big Data. Besides, Big Data is a tool of discovery that continues to evolve and mature, with some enterprises accessing significant rewards. A recent advancement of using the AI (Artificial Intelligence) platforms is to process Big Data in gathering Business Intelligence and improving efficiency. For example, Anil Kaul, CEO, and Co-Founder of Absolut data has started an email campaign that uses AI and the campaign help them created a 51 percent increase in sales because of the analytics from AI that helps them to figure out who is their target.

During the exhibition, we had visited Accelteam, Hong Leong Exchange (HLX), Wise AI, and Tapway. We have understood that Accelteam invented a converged big data platform to help business analytics, HLX facilitate innovators to develop programs, Wise AI is an ASEAN facial recognition platform while Tapway had invented a tracking system for marketing and security purposes.



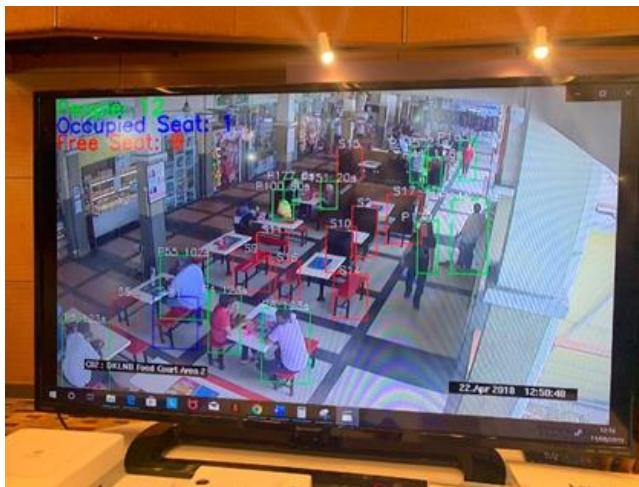
Visit HLX booth

Tapway's system will display how many seconds do people sit in a specific area with their random identification number to differentiate one another. This is very beneficial for new business companies because they can know when is



Visit Tapway booth

their peak hour and which region has many people to select the best region to set up the booth to get maximum profit. Besides, it can trace humidity, temperature, and vibration which will alert people whenever there is something uncommon happens, such as earthquakes, tsunami, etc.



Screen displays second and identification number

This system can also improve customer service in a mall. For example, Tapway will set up the system in a mall to collect the data on the usage of ATM in a mall. When the data show that the customer needs to queue for too long in front of the ATM, the mall can inform the bank to add another ATM in the mall. Besides, KLIA is one of the famous and big company that uses Tapway's system to provide security in their building. Their system helping many companies to make better decisions through live and real data. Lastly, as our course need a company that can accept 10 months internship to finish our studies, thus Tapway offers both short and long internship.

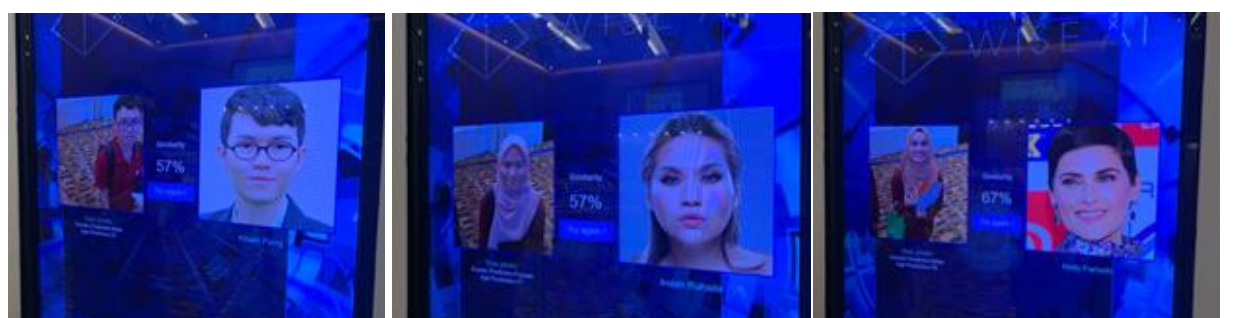
“Through the AIBDW exhibition, I can see that AI and data play an important role in the future in terms of security and marketing. For example, at the Tapway booth, I can see that the company use AI face recognition to collect data of the number of the customer in a restaurant and make an analysis to find which region in the restaurant has the high potential to attract

more customer to buy their product. Therefore, it gave me more confidence to continue pursuing my course as a data engineer because I can see that the cooperation between AI and data can give a lot of contribution to the development of our country,” said Wei Hong.

“The industrial exhibition visit of AIBDW allowed me to get to know various companies mainly in a collection of data. I was able to see how the invention of the data collector works and how beneficial it is to the company. I also got the opportunity to ask the exhibitor about job opportunities after I graduated as a data engineer and industries' demand. This can help me to take action to improve my carrier potential to easily get a job in the industries. I realize that the world is slowly turning digital and technology accelerates very fast. Therefore, I need continuous learning to upgrade my digital skills and always seek my lecturer to gain more knowledge,” said Mirza Sabrina.

“The visit of AIBDW gives me a lot of new knowledge especially about how they analyze big data. Wise AI booth attracted me so much because their system can trace your face, and estimate your age and gender. I also get the opportunity to ask the exhibitors about the internship that they offer in their companies. It will make it easier to aim for a company to send my resume after I graduate. I learned that data is not just about information technology but it is about security and marketing. It gave me the spirit to study hard and be like them one day. As we know information technology plays a big role in our globalization era and it is highly demanded in the market. I should be grateful to take this opportunity,” said Azriana.

Overall, we realize that data analytics is extremely beneficial to a company in improving its management thus increase profitability. Through the AIBDW exhibition, we get the opportunity to ask the exhibitors about an internship in their companies which will help us to set our future goals. The exhibition improves our soft skills and helps us be more confident to communicate with people. This can help us to improve our carrier potential to easily get a job in the industries. Last but not least, this trip helped us to get to know our peers better and we had become closer. This value can promote great teamwork in working as a group of technical data in the industries to produce a better performance.



Wise AI Facial Tracking

