

## Data: Quality, Visibility, Access and Sharing

Virtual Meeting (Zoom link [here](#))  
Thursday, April 6<sup>th</sup>, 2023  
12:30 to 2 pm EST

### Agenda

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- 12:30 pm      **Introduction**
- Introduction of the meeting topic and speaker; touching base on the SCIN's upcoming trip to the EY-Nottingham Spirk Innovation Hub in Cleveland, OH
- 12:40 pm      **“Quality vs. Quantity of Data” by Will Ma**
- Will Ma, Assistant Professor in the Decision, Risk, and Operations (DRO) Division at Columbia Business School (CBS), to present ongoing research around small data and quality
- Opening questions
  - Breakout-room sessions for SCIN members to discuss
  - Findings and group discussion
  - Insights from Professor Ma on his current research
- 1:55 pm      **Closing Comments**
- 2:00 pm      **End**

### Abstract

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**Title:** “Quality vs. Quantity of Data”  
**Speaker:** Will Ma, based on work with Omar Besbes, Vikram S. Pandit Professor of Business in the DRO Division at CBS, and Omar Mouchtaki, PhD Candidate in the DRO Division at CBS

We discuss the practice of using data to make supply-chain decisions on inventory, capacity, pricing, allocation, etc. We emphasize the importance of data quality – what it means, how to account for it, and how to improve it if possible. We also discuss the irrelevance of big data for many decision-making problems if it is of low quality.

## Opening Reflections

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Prior to the session, please think about the following question as it relates to your firm.

What are the most common challenges your team encounters when using data to make business decisions? (Choose up to 2).

- Amount of data we use is not sufficient
- Data we use is flawed in many ways
- Models we build are not sophisticated enough
- We need better infrastructure to support real-time data-driven decision-making
- We need more analytics expertise to extract information from data

## Speaker Biography

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### **Will Ma**

Assistant Professor, DRO Division, CBS

Will Ma is an Assistant Professor of Decision, Risk, and Operations at CBS. From 2018–19, he was a postdoctoral researcher at Google, and he received his PhD in 2018 from the MIT Operations Research Center, advised by David Simchi-Levi. His research is primarily focused on revenue management, building data-driven models to help e-tailers coordinate their product recommendation decisions with their supply chain constraints. Previously, Will has been a co-founder of Lunarch Studios, the start-up that launched the strategy game Prismata. He is also a former professional poker player and designed the poker class taught yearly at MIT.