

Case study seminar "Data and AI" tools for an improved user/brand experience

with Porsche Consulting in the summer term 2024

// INTRODUCTION

In an era characterized by megatrends such as electrification, autonomous driving and increasing connectivity, automotive companies are faced with the challenge of optimizing their user and brand experience through targeted use of data and artificial intelligence (AI). By using state-of-the-art technologies, automotive companies can not only precisely anticipate the needs of users, but also strengthen brand loyalty and thus secure a competitive advantage in a rapidly changing market environment. Key questions to be addressed within the seminar include the following:

- How can data and AI help to transform the way we experience cars?
- How can we use data-driven insights to accurately predict the needs of our customers?
- What role do AI tools play in creating personalized experiences that not only impress, but also create long-term loyalty?

// CASE STUDY

Take on the role of a consultant during the case study seminar. Together with the Porsche Consulting and IMM team, you will analyze relevant cross-industry and technology trends as well as customer needs for the usage of data and AI tools for an improved user/brand experience for a car maker. In your consultant team, you will ideate and prioritize possible fields of application for data and AI tools, evaluate them with experts and draft a "Minimum Viable Product" (MVP) for your most promising use case. Your team will pitch your results to Porsche Consulting experts and the IMM team.

// APPLICATION & TIMING

Documents

Please send the following documents to Maria Knöpfle (m.knoepfle@lmu.de) by 31st of March 2024:

- CV (including information on grades and internships)
- Listing of overall grades (as generated by ISC)
- Three concise sentences stating your motivation

Credits and Procedure

- 6 ECTS for Master BWL PStO 2018 ("Wahlpool")
- Exam: Presentations in front of representatives from Porsche Consulting and the IMM team
- Kick-off: 19th of April, 2 pm
- Interim presentation: 7th of June, 2 pm
- Final presentation: 12th July, 2 pm

Deadline for applications is 31st of March. Selection is based on application documents by Porsche Consulting and the IMM. Latest announcement of participants on 5th of April 2024.

For more information, please visit: <http://www.som.lmu.de/imm>

» Join us in shaping the future of the automotive industry.