



**ADA**

ADVANCED DATA  
ANALYTICS IN BUSINESS

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# Advanced Data Analytics in Business

MEETING IN THESSALONIKI 01-02/07/2019

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## **DAY I (01/07/2019):**

The first day of the ADA meeting in Thessaloniki coincided with the launch of the first Summer School in Digital Supply Chains & Logistics Management which aimed to be combined with professional seminars in the future. The welcome speeches and the keynote presentations of the summer school were attended by the professors of the ADA meeting while some of them delivered lectures during the courses.

Some students of the universities-partners of ADA project had the opportunity to be registered and attended the summer courses taken place from July 1st to July 5th. The aim of the courses was to familiarize students with the latest technological developments and innovations in the field of digital supply chain, including digital infrastructure, production and transport management as well as digital demand.

After the coffee break, ADA participants also attended the Kick-off/inauguration of the Competence Center for Business & Logistics Challenges (CCLBC). The CCLBC was developed as an initiative of Thessaloniki International Technology Center Thess INTEC to support the capacity building of Greek companies, enhance research and achieve business collaborations through both the implementation of new business models and the adoption of new technologies.

The ADA meeting started after the lunch break with the welcome speeches by Prof. Dr. Mirko Savic, University of Novi Sad and Dr. Georgia Aifandopoulou, CERTH-HIT research director. Afterwards, the steering committee meeting led by Prof. Dr. Mirko Savic, the project coordinator, started and all the work packages leaders presented the current status of their tasks and the next actions planned. In the final slot, Jelena Stankovic from the University of Niš presented the survey conducted as a part of the ADA project on a sample of managers who are members of the Serbian Association of Managers (SAM). The survey aimed at identify the companies' development stage and understand how data scientists may fit into the current organizational structure. The findings of the survey were discussed and based on inputs and best practices of universities in France, Greece, Austria and Italy, ADA participants focused on the design of new methodologies, courses and master study programs in the field of data analytics that could be provided to students and staff of companies by the Serbian universities.

## **DAY II (02/07/2019):**

The first slot of the second day started with an introduction to smart cities with regards to the transport domain. Various issues were discussed such as how the transport modelling could support smart cities, the back-office infrastructure as well as innovative transport services that exist in smart cities. After the lunch break, Dr. Josep Maria Salanova Grau presented practical case studies from CERTH-HIT experience in passenger transport and freight transport.

More specifically, the presentation included the following sections:

- Practical case studies from CERTH-HIT experience in passenger transport
  - Modelling Effects of Precipitation on Vehicle Speed: Floating-Car Data Approach
  - Short-Term Prediction of the Traffic Status in Urban Places Using Neural Network Models
  - Correlation between digital and physical world, case study in Thessaloniki
  
- Practical case studies from CERTH-HIT experience in freight transport
  - Evaluation framework in Cooperative Intelligent Transport Systems (C-ITS) for freight transport
  - Freight transport patterns extraction using Floating Car Data, case study in Thessaloniki
  - Risks estimation in the transport of dangerous goods for supporting policy making
  - Matching demand and supply platform. Case study in Thessaloniki

Afterwards, ADA meeting participants visited Thessaloniki Smart Mobility Living Lab premises in Hellenic Institute of Transport, where they had the opportunity to be informed about the data collected from Living Lab's eco system via different types of sources and how they are transformed into useful applications and services for the end user.

The second day ended with a two hours slot where the next actions of the project and other open issues are discussed.