Name : Edson SEMEDO BRITO   L2 : Coline DEKEYSER

L0 :
◉ Naoumi ABDILLAH
◉ AliceCARDORELLE
◉ Ryan SIMEU KEMMOE FOKOU
◉ AnisDJEGHABA

L1 Synthesis : Data modeling and ai

Summary 1 Alice CARDORELLE :

The use of artificial intelligence (AI) in areas such as recruitment, financial services (FinTech), direct marketing, segmentation and sales prediction offers significant benefits. In the recruitment process, AI can optimise assessments, using extensive data sources and modern validation techniques to make the process more efficient while reducing discrimination. Despite criticism, tests demonstrate the effectiveness of AI in identifying qualified candidates.

In the FinTech sector, AI and data science are essential tools for innovating financial services, overcoming challenges such as managing complex data. Smart FinTech encompasses various ecosystems such as smart banking, smart insurance, smart lending, smart trading, smart asset management, wealth management, smart payments, smart credit, risk management, smart marketing, smart currencies, smart ethics and smart innovations.

In the field of direct marketing, segmentation and sales prediction, the use of AI is crucial for developing effective customer profiles and improving sales rates. By analyzing customers' buying behavior and purchasing history, predictive profiles can be created.
The integration of AI into various aspects of businesses offers significant added value to customers. This translates into a proactive approach to managing uncertainty, improved cost efficiency and increased revenues. While some research points to the need for significant investment and extended development cycles, AI is driving revenue growth by accelerating innovation and the development of new solutions, contributing to customer satisfaction through value creation.

To conclude,artificial intelligence (AI) and data science are playing an increasingly important role in our society, particularly within businesses. These technologies play a crucial role in enabling humans to become more efficient, optimise processes and reduce risks. Whether in recruitment, finance, marketing or other sectors, AI offers significant benefits in terms of operational efficiency, informed decision-making and customer satisfaction. The increasing integration of AI into business underlines the importance of understanding and harnessing these technologies efficiently. Despite some challenges, the benefits in terms of reducing discrimination, innovation in financial services, customer segmentation and creating value for customers are undeniable. As such, the adoption of AI and data science represents a compelling trend for businesses seeking to remain competitive in an ever-changing environment, offering a promising prospect for shaping the future of businesses by equipping them with powerful tools to achieve their goals more effectively and efficiently.

Summary 2 Ryan SIMEU KEMMOE FOKOU :

The increasing integration of artificial intelligence in various sectors is revealing common challenges while highlighting distinct opportunities. A significant common thread lies in the need to effectively manage data, metaphorically presented as the organisation of an immense library. This analogy highlights the complexity of navigating through a multitude of information, emphasising the importance of proper structuring to maximise the beneficial use of AI.

A recurring challenge addressed in the context of traceability in AI systems is the diversity of existing tools. This diversity hinders smooth collaboration between these tools, thus necessitating standardisation to guarantee greater transparency and reliability. The call for more detailed descriptions of AI research processes underlines a shared quest for deeper understanding within the scientific community.

The in-depth study of animal disease dynamics demonstrates the need for an interdisciplinary approach, bringing together experts from various fields such as disease and ecology. The use of advanced tools such as sophisticated computer programmes underlines the importance of data analysis in revealing complex patterns. From this perspective, the environment is identified as a major player, illustrating the complex interconnection between variables such as animal density, vegetation and water sources.

In healthcare, AI is emerging as a transformative force, redefining drug discovery, clinical trial design and improved patient care. However, these advances are not without challenges, such as preserving data confidentiality and addressing ethical considerations. These issues call for ongoing research, close collaboration between industry players and strategic investment, striking a delicate balance between technological innovation and fundamental ethical imperatives.

The meticulous management of data, the quest for transparency, the interdisciplinary approach and the constant search for innovation remain common elements, while underlining the need for contextual adaptation in order to reap the full benefits of AI in each specific area of application.

Summary 3 Naoumi ABDILLAH :

The four documents offer a detailed and accessible overview of the complex world of data modelling and databases, covering aspects ranging from the definition of models to their evolution and the challenges they face.

Data modelling is portrayed as a clever way of organising and storing information. Specific structures are used to make data manipulation more efficient. The essential components of a data model include structure types, operators and integrity rules. We also learn that the relational model, conceived in 1969, marked the beginning of this discipline, outstripping other models such as the hierarchical and network models.

The papers then explore the notion of models in the context of theories, highlighting their crucial role in understanding the empirical and mathematical sciences. It is suggested that models of different logical types should be favoured when statistically analysing the empirical equations of theories. Theories of experiment and linear response are introduced to illustrate these concepts.

The evolution of databases is discussed, going back to the 1960s with the emergence of innovative concepts and models such as Candide and Daplex. Data modelling is presented as crucial in various fields such as architecture and electricity. The different types of language, such as DDL/DML, are discussed, and a classification of data models according to the stages in the database design process is proposed.

With regard to object-oriented databases, one author highlights the major challenges such as encapsulation, object identity, classes, and inheritance. The advantages of object-oriented systems, such as handling complex objects and object identity, are compared with relational systems, which offer reliability and data sharing but can be difficult for some applications.

Data modelling remains essential for effective database management, and despite the anticipated challenges, its importance in future research and development is emphasised. Object-oriented databases are also seen as holding great potential, although obstacles such as complexity and lack of languages require particular attention.

Summary 4 Anis DJEGHABA:

The papers reviewed explore various aspects of research methodology and data analysis in different contexts.

The first paper looks at data analysis strategies in mixed evaluation designs. It highlights the evolution in the recognition of the importance of multiple methods in programme evaluation since 1984. Despite this growing appeal, the paper highlights a gap between demand for the use of these methods and concrete examples of success. The paper introduces the concept of mixed evaluation designs, focusing on the integration of quantitative and qualitative methods. The authors identify five main objectives to justify this integration, ranging from triangulation to survey extension. Data analysis in this context is explored, highlighting innovative approaches to meaningfully integrating qualitative and quantitative data.

The second paper focuses on the principles and procedures of exploratory data analysis (EDA) in psychology. It notes a gap in the explicit training of psychologists in the beliefs and procedures of EDA. The article explores the philosophical underpinnings of EDA, highlighting its goal of substantially understanding data through graphical representations and robust models.Tukey's perspective on the crucial role of graphs in BE is presented, and various graphical techniques are discussed. A detailed analysis example highlights how different graphical methods can reveal different aspects of the data.

The third paper discusses the functionality of data analysis (FDA), focusing on the theory and analysis of data represented as functions, images or generalized objects. It highlights the complexity of infinitely dimensional data in this context and explores the non-parametric and semi-parametric approaches needed to deal with this complexity. The paper distinguishes between first and next generation functional data, with concrete examples such as brain imaging data. The challenges of sparse and irregularly sampled functional data are also discussed, highlighting the need for appropriate statistical methods.

The fourth paper examines secondary analysis of qualitative data in social research. It notes an increase in interest in this approach since the 1990s, attributing this to advances in data archiving and computing, as well as international initiatives encouraging data sharing. The article categorises five types of secondary analysis, details the ethical and legal considerations, and highlights the need for policies to frame this practice. It concludes by highlighting the evolution of this research landscape, emphasising its importance in contemporary social research and stressing the need for robust ethical frameworks.

These papers offer a holistic perspective on a variety of approaches to data analysis, covering mixed-method evaluation, EDA, FDA and qualitative secondary analysis. Each highlights the need for thoughtful planning, careful execution and innovative approaches to draw meaningful conclusions from the data, while emphasising the importance of ethical considerations at every stage of the process.