





Semantic Data Enrichment: from Interactive Exploration to Scalable Deployment

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Part 1 – Introduction and Outline



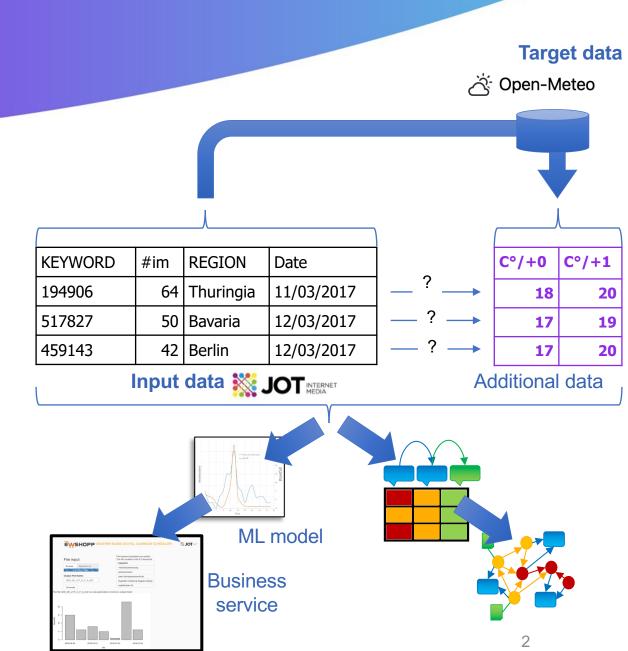


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Marketing data enrichment

Data Enrichment vs Knowledge Graphs (KGs)

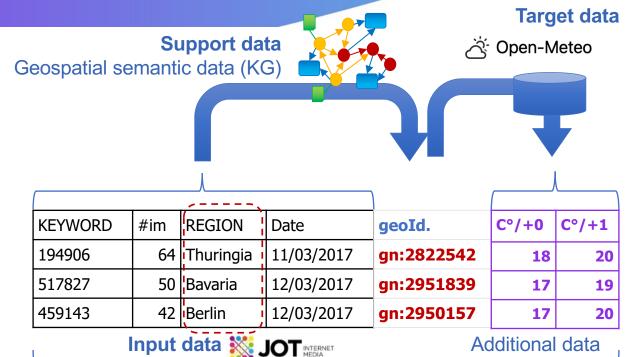
- Data enrichment
 - Add context to the data of an organization, i.e., add more data to an input dataset
 - User A wants to enrich her dataset D to make a dataset D'
 - ... data D'-D typically fetched from a third-party source S or inferred
- Knowledge graphs for data enrichment:
 - Data annotation: data published with semantic annotations, i.e., shared vocabularies and systems of identifiers
 - Data augmentation: access to third-party sources mediated by KGs

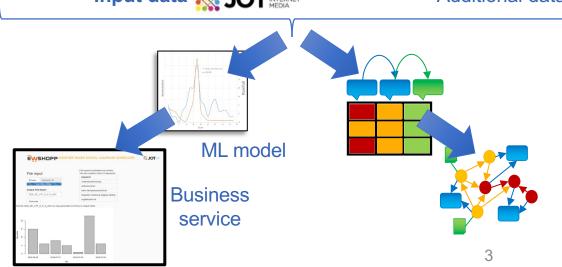


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Semantic Data Enrichment

- A (relatively) novel point of view for exploitation of semantics
 - Extending ideas the semantic web community is familiar with
- Semantics
 - Linking to identifiers as in KGs
 - Fetching information from KG and other sources
 - Service interoperability
 - Representation learning semantics, e.g., LMs and LLMs
- Main take-home messages
 - Highly relevant in the industry
 - The link & extend paradigm and its service-based extension
 - Table annotation algorithms for data enrichment
 - Humans-in-the-loop: the role of interactive exploration
 - Volume-aware approaches: the role of scalability

enrichment of data



Outline

- 45'
- Part II: Semantic Data Enrichment,
 Applications and Requirements
 - Semantics and KGs for data enrichment
 - The Link & Extend enrichment paradigm
 - · Interactive exploration and scalability

- 60'
- Part III: Selected State-of-the-art
 - Data preparation solutions
 - The broader context of data preparation solutions
 - Scalable data pipelines
 - A quick introduction to solutions for scalability
 - Tabular data annotation
 - From heuristic techniques to generative LLMs

- Part IV: Semantic Data Enrichment in Practice with Tools
- 60'

- Aaa
- aaa
- Part VI: Conclusions and Discussion
- 15'
- Wrap-up and take-home messages
- Discussion

