



## New research and business trends in the automotive industry:

The role of data science and transport modelling

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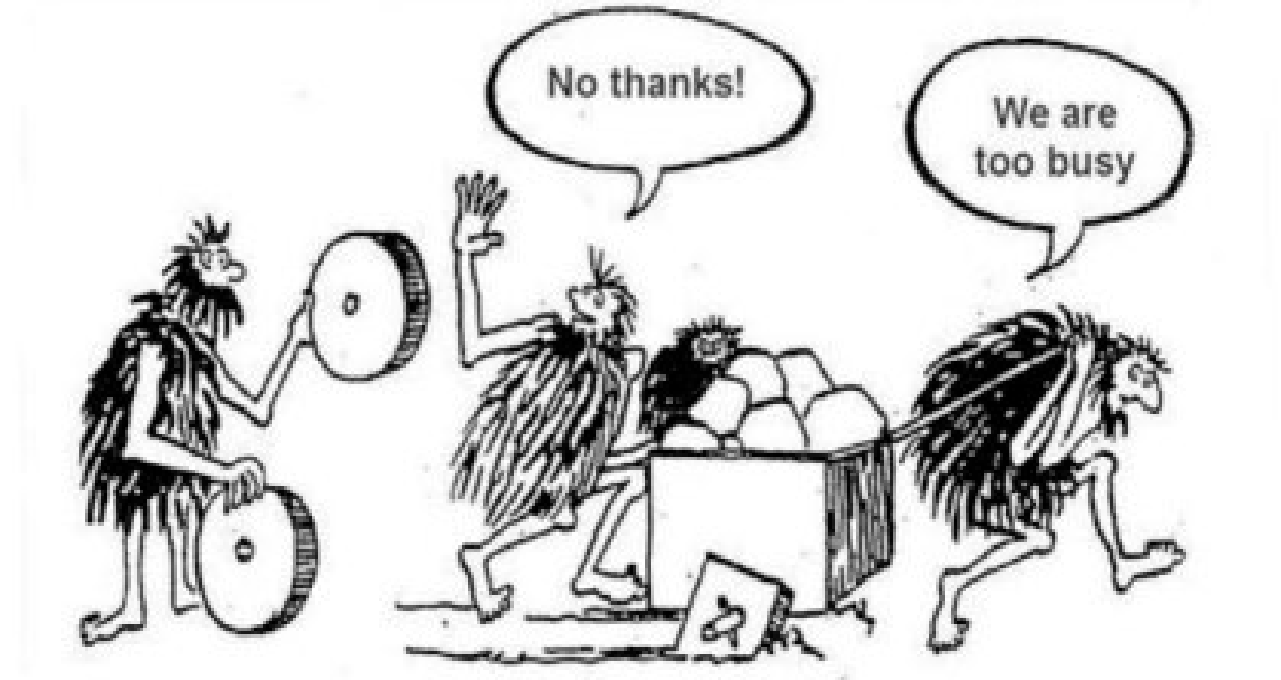
September 2020

## Main reasons behind Technological innovation

- Unprecedented generation of **data**
- Development of **algorithms**
- More efficient and cheaper **computation**

## Leading to...

- Research closer to business
- Task automation, cost reductions
- Transformation of traditional businesses / change of business focus
- Emergence of new business models and processes
- **Competitive advantage**

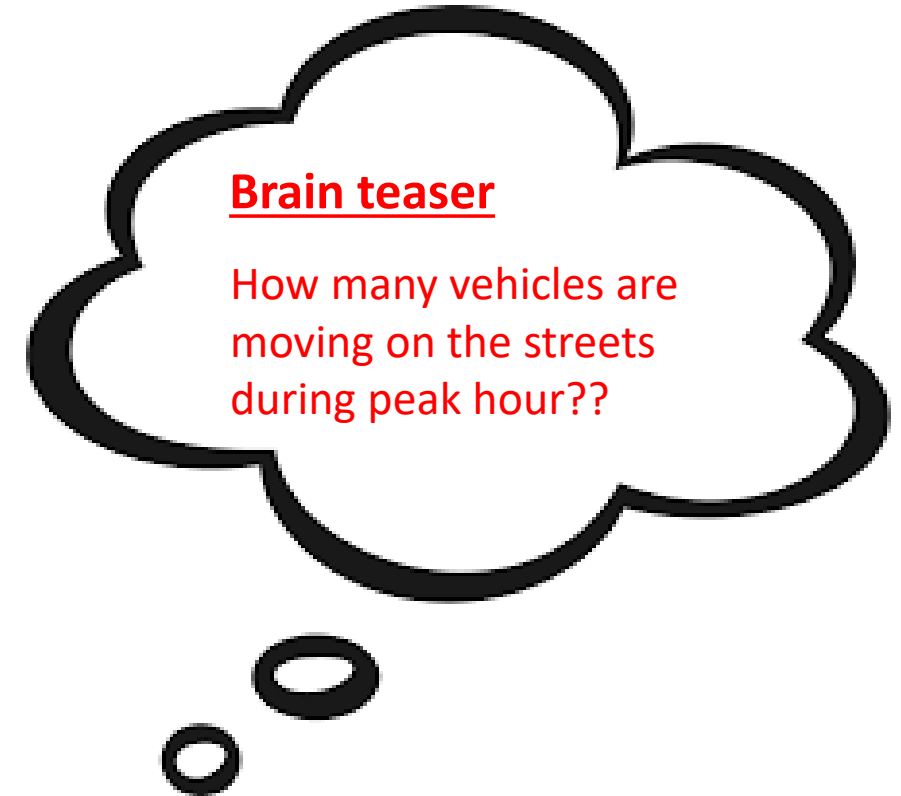


# How is the automotive industry affected?

- Sharing Economy and ownership perception is changing
- Autonomous vehicles and shared mobility
- Car is a heavily under-utilized resource
- More vehicles on streets, **less vehicle sales**



- Change of client base
- Need to understand mobility patterns
- Transport modelling and planning becomes a business
- **From vehicle producers to Mobility enablers and providers**



# Volkswagen AG response



A MEMBER OF VOLKSWAGEN GROUP

- Innovation and Data Analytics hotspot for Volkswagen Group Transformation of traditional businesses
- Research areas include: Advanced Analytics, Urban Mobility, Natural Language Processing, Quantum Computing and AI Research

At Data:Lab Munich  
we solve **real**  
problems with the  
use of data and AI.

- / Sustainable data driven product.
- / Provide better customers experience.
- / Improve organisations' internal processes.
- / Volkswagen Group DNA.

#WE CanDoThat



Info at: <https://datalab-munich.de/>

# Data Science and Mobility

Our role is to **analyze mobility patterns** in order to come up with **new mobility applications** which offer **personalized user experience** and lead to **sustainable transport**

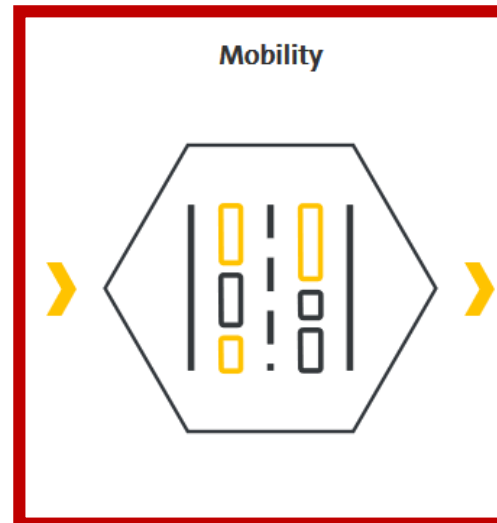
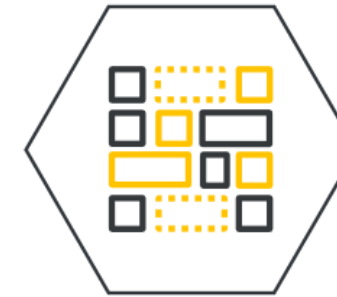
Research and Development



Production / Quality / Logistics



Procurement / Finance



Mobility

Sales / After Sales



Marketing



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