**Using AI and Data for Predictive Planning and Supply Chain**

**Planning, operations, supply chain management, artificial intelligence**

Description: IBM’s Chief AI Officer, Seth Dobrin, discusses how artificial intelligence (AI) allows businesses to be more predictive and efficient with their planning and operations. This video demonstrates how predictive planning and demand forecasting driven by artificial intelligence can transform how businesses operate, deliver better customer experiences, and affect the bottom line.

Please share your thoughts on the following issues as you watch a clip about using AI and data for predictive planning and supply chain management.

*Use with:* [*https://www.youtube.com/watch?v=qV76VwCG1Cs*](https://www.youtube.com/watch?v=qV76VwCG1Cs)

1. What are some of the advantages of using AI and data for planning and operations?
2. What are some of the disadvantages of using AI and data for planning and operations?
3. Describe another real-world scenario or industry in which AI can be beneficial and identify some of the logistical challenges it can address.
4. Why is data privacy a concern for consumers and businesses?
5. What does it mean to anonymize data?