

Ahead of the Curve: The Hidden Data Supply Chain Propelling AI

Understand why AI success depends less on advanced models and more on building a strong, end-to-end data supply chain that delivers reliable data into real decision-making.

LUNCH AND LEARN

Thursday, April 2, 2026 | 12pm ET

Thank you for attending!

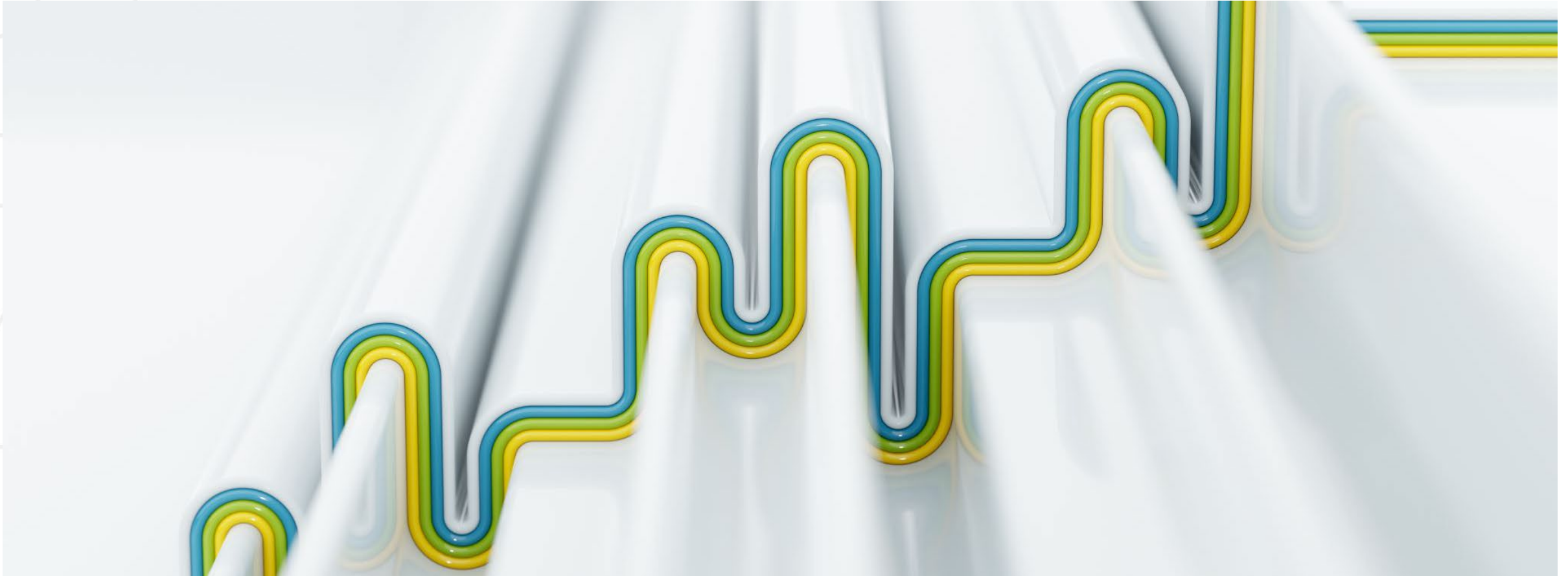


Featuring
Rosemarie Santa González

Related Course Offering
scl.gatech.edu/genai

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upcoming session dates

The Hidden Data Supply Chain Propelling AI



AI Doesn't Start with Models

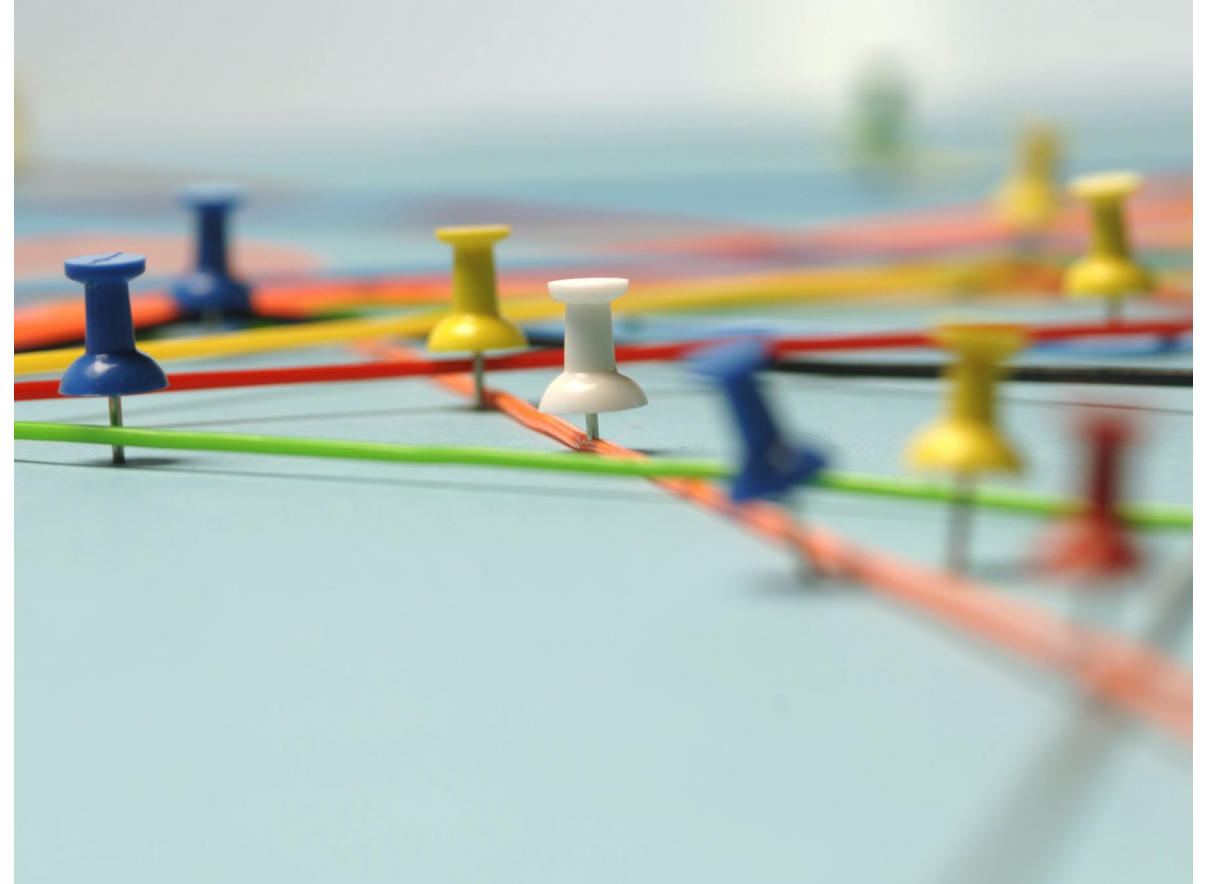
Where do most AI projects begin?

Model selection, tools, vendors...

But what if the real starting point is elsewhere?

When AI Struggles in Practice

- Delayed deployments
- Models that do not generalize
- Low trust in outputs
- Disconnect from decisions



It is *Not Just* the Model

Data is:

- Fragmented
- Inaccessible
- Misaligned

Decisions are:

- Undefined
- Changing
- Context-dependent

The Hidden Data Supply Chain

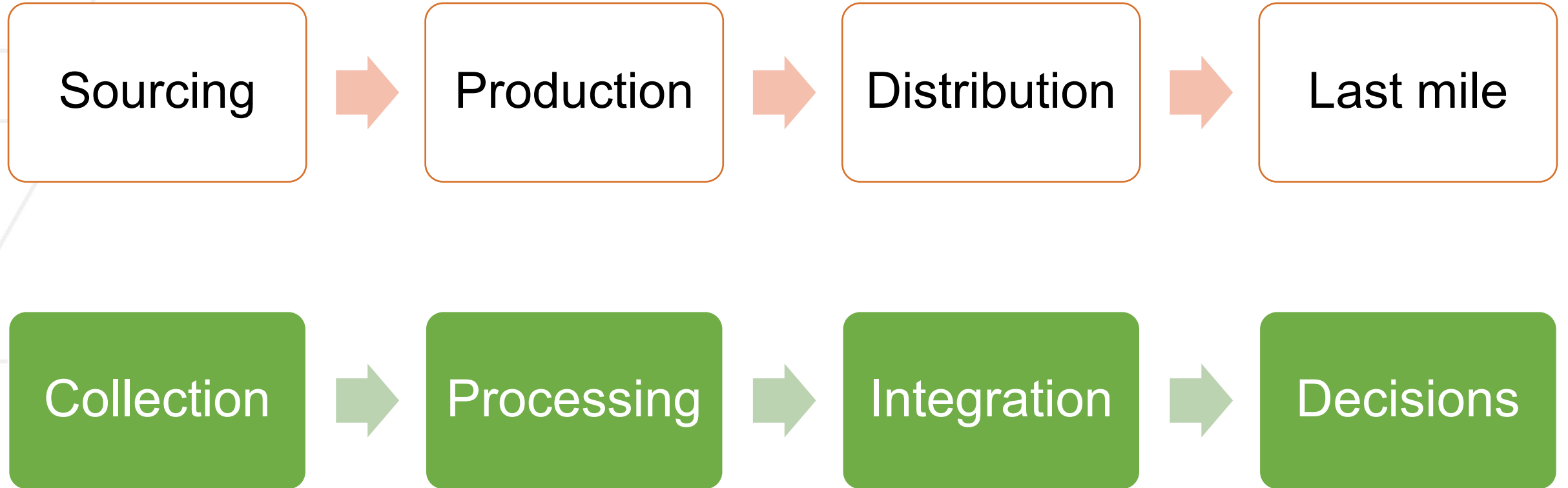
Data has:

- Sources
- Flows
- Transformations
- Destinations



→ *It behaves like a supply chain*

Physical vs Data Supply Chain



No Visibility = No Performance

No traceability → no trust

No coordination → delays

No alignment → no value

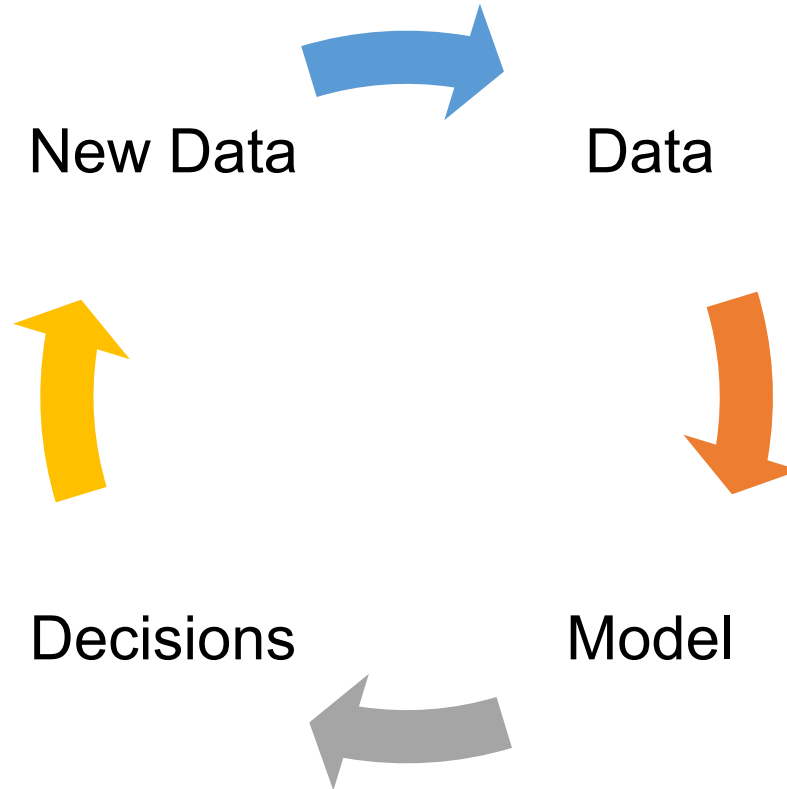
Where AI Breaks: The Last Mile

Outputs do not match decisions

Teams do not use the model

Insights do not translate into action

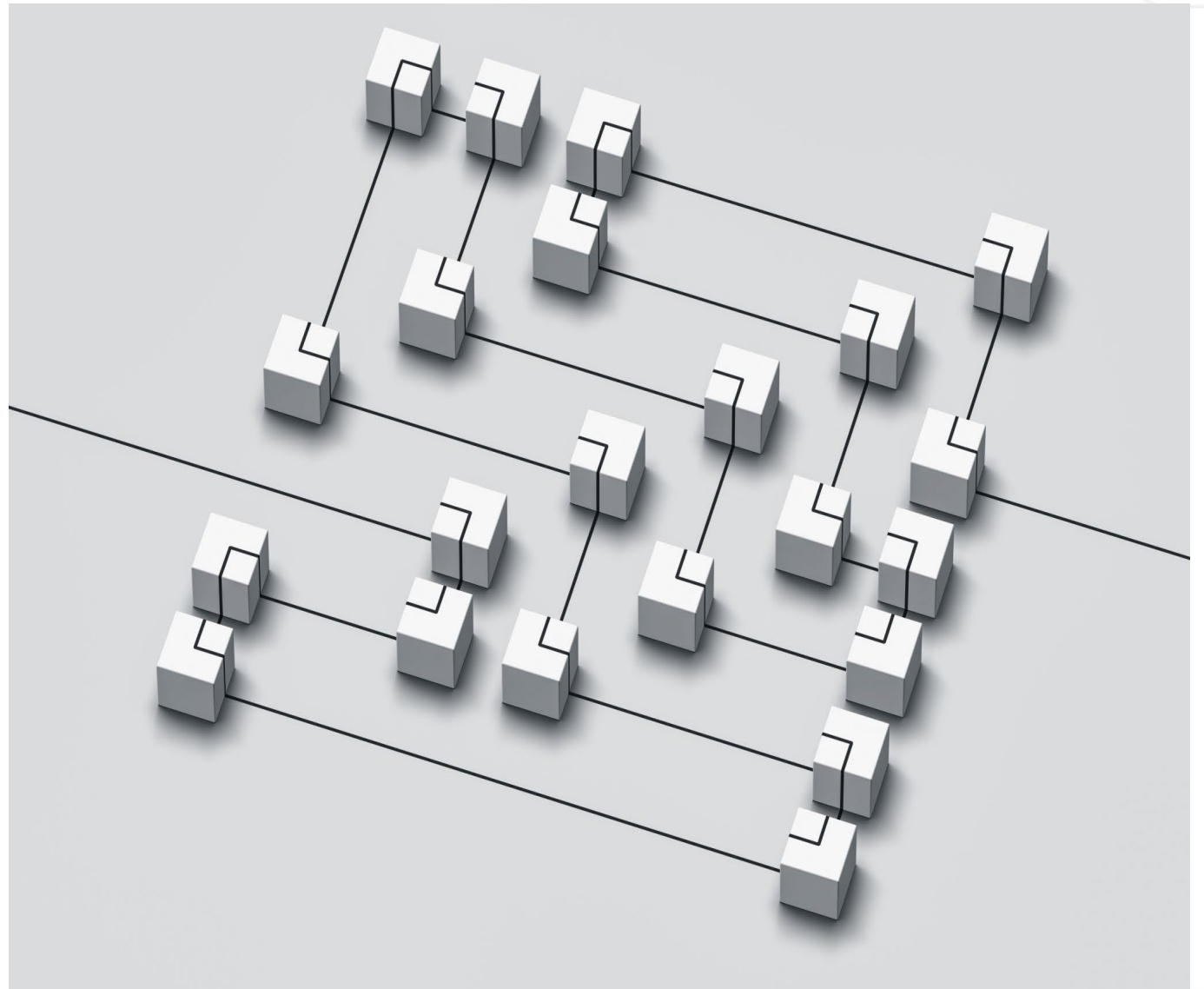
It is Not Sequential... It is a Loop



Continuous feedback system

Design Data with the End in Mind

1. Start from decisions
2. Define needed signals
3. Then design data collection



What Does Your Data Supply Chain Look Like?

Where is data sourced?

How does it move?

Where are the transformations?

Who owns each step?

Where Things Break

- Siloed systems
- Manual transformations
- Inconsistent definitions
- Missing ownership

Governance = Coordination Layer



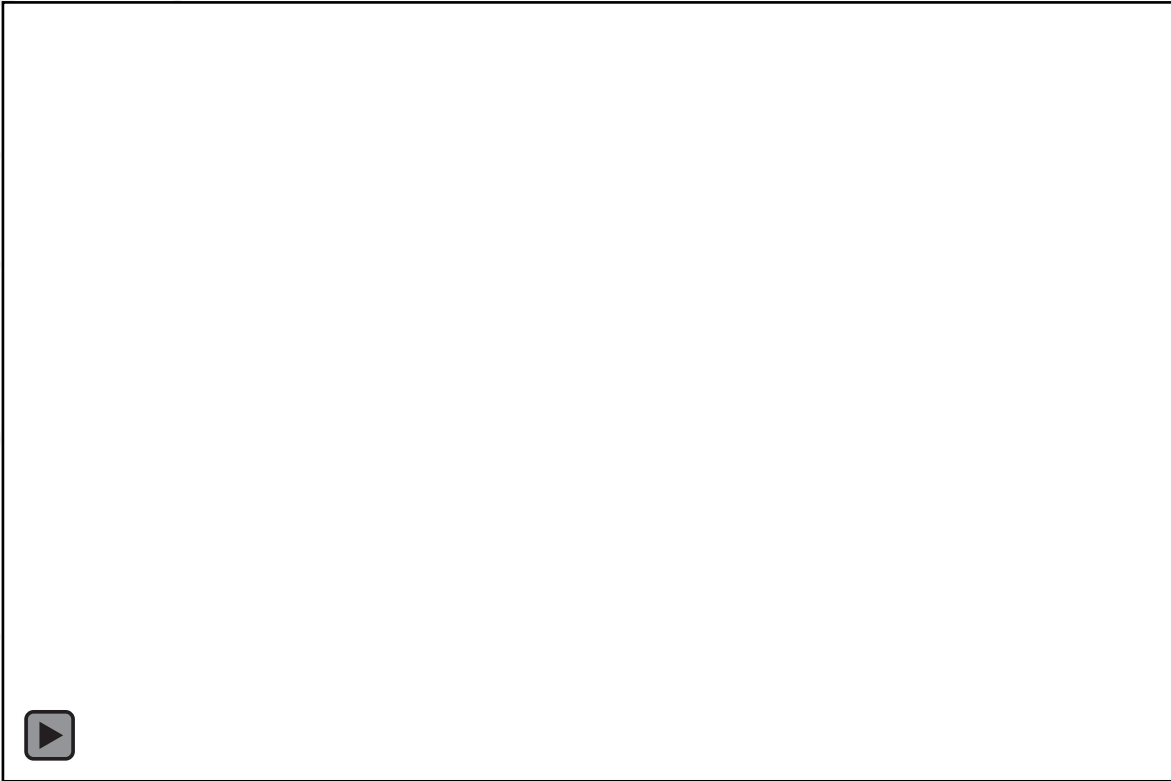
We need!

- Standards
- Ownership
- Access control
- Accountability

Pipelines Are Infrastructure

- Not temporary fixes
- Not project specific
- Designed for scale

What We See in Practice



Misaligned data → unusable models

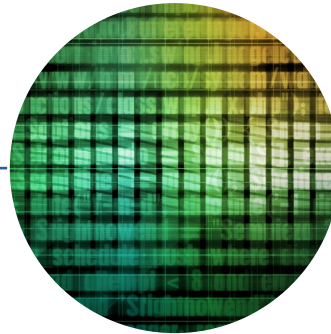
Missing context → wrong decisions

Poor pipelines → fragile systems

A Practical Framework



Diagnose



Design

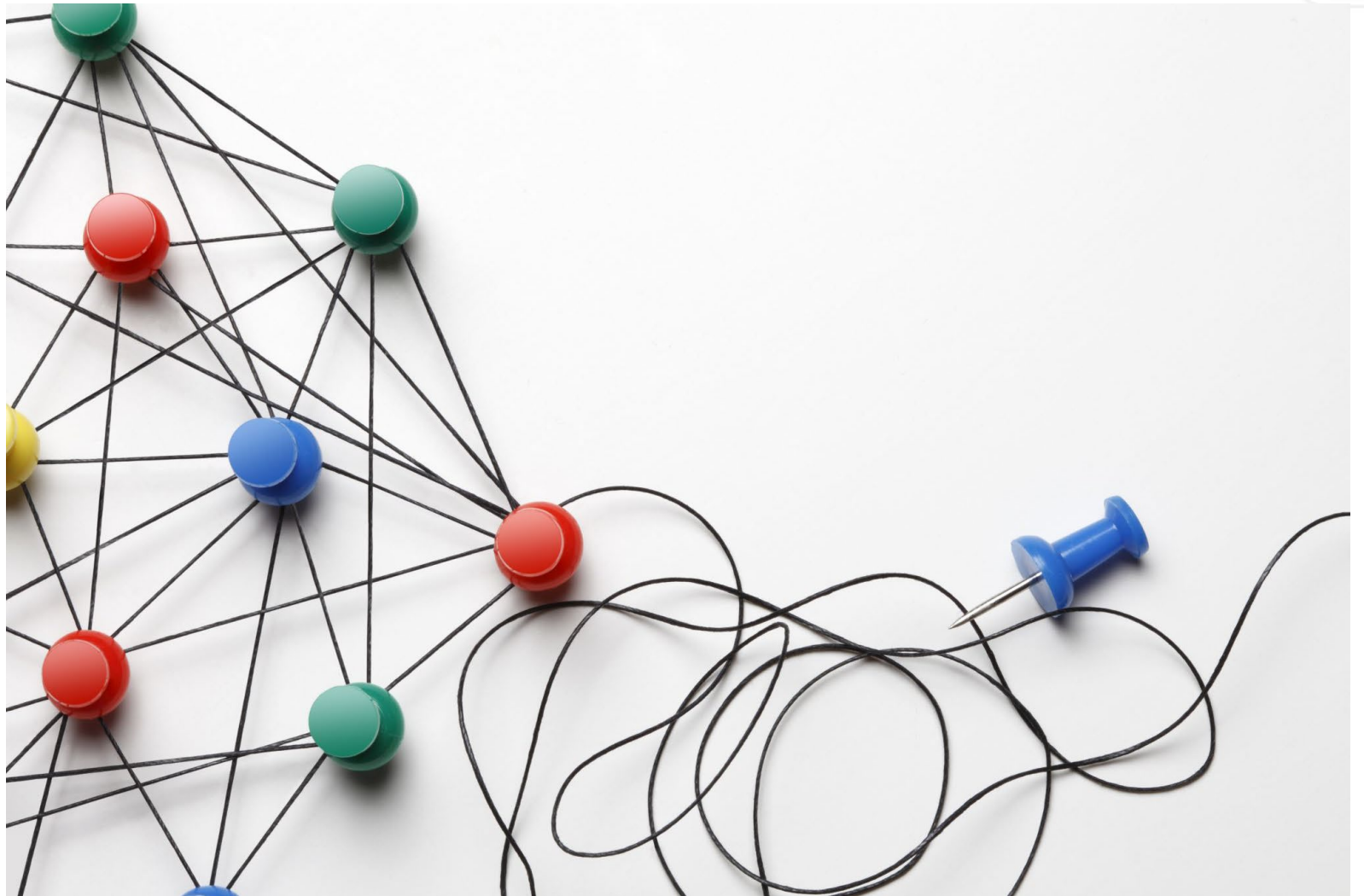
Map Your Data Supply Chain

Sources

Flows

Transformations

Decision points



Diagnose: Identify Bottlenecks

Where does data break?

Where is it delayed?

Where is it unclear?

Design: Build for Flow and Alignment

Align with decisions
Standardize structures
Improve accessibility

Do not wait until you build the model to see the data

Are You Ready for AI?

Is your data aligned to the decisions?

Do you know who owns the data?

Do you keep a consistent definitions?

Is all the data *Accessible* and *Traceable*?

What to Remember

AI is only as strong as its data supply chain

Design data systems, not just models

Think in flows, not datasets

Final Thought

You cannot optimize what you cannot trace.

Let us Map Your System

Where would you start?

What is your biggest bottleneck?

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May 5, 2026 - May 7, 2026 | Georgia Tech Global Learning Center in Atlanta

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When Data is Imperfect**

w/ Dr. Shixin Wang

Thursday, May 7th | 12-1pm ET | Zoom Registration Link



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