Women in Data Science Worldwide

WiDS Dornbirn 2025

When: March 28th, 2025

Where: FHV – University of Applied Sciences, U Trakt,
Hochschulstraße 1, 6850 Dornbirn

Details & Registration: https://www.fhv.at/event/wids-dornbirn-27401

#WiDSDornbirn2025

THIS CONFERENCE WAS MADE POSSIBLE WITH GENEROUS DONATIONS FROM OUR SPONSORS

actinium consulting
wissen, einfach, effizient.

blum

illwerke vkw

USERGEMS

Gebrüder Weiss

russmedia
new. every day.

FHV
Vorarlberg University of Applied Sciences

CONFERENCE SCHEDULE

March 28th, 2025

09:00 am	**Opening & Welcome** Regine Kadgien, Rector, FHV – Vorarlberg University of Applied Sciences
09:15 am	**Unveiling the Power of Data & Data Engineering to Enhance Semiconductor Lifetime Models** Olivia Pfeiler, Head of Statistics & Data Science, KAI GmbH
10:15 am	**From Collection to Insight – Tracing the Data Flow in Production Environments** Julia Sasse, Product Owner Machine Connectivity, Hilti AG Thüringen
10:40 am	Coffee Break*
11:00 am	**What You See Is What I Want You to See** Katharina Dimovski, Data Analyst, TOWA
11:30 am	**Teaching Data Science in Vocational High School – A Success Story** Alexandra Posekany, Researcher & Lecturer, TU Vienna
12:30 pm	Lunch Break*

* Food & drinks included!

12:30 pm	Lunch Break*
02:00 pm	Numbers that Count – Convincing Presentation of Analytical Data Heidi Weber, Lecturer, FHV – Vorarlberg University of Applied Sciences
02:30 pm	Run Forest Data, Run! Uliana Cheklina, Software Engineer & Clara Puga, Data Scientist, tree.ly
02:55 pm	Coffee Break*
03:15 pm	Failure as Key to Success – Lessons from a Female Tech-Startup Diana Eglseder, CEO of Startup Vorarlberg
04:00 pm	Sponsor-Partner Pitches, Best-Talk Award & Closing
05:00 pm	Aperó & Networking*

* Food & drinks included!

Women in Data Science Worldwide | Dornbirn

WiDS Dornbirn 2025: Abstracts

Olivia Pfeiler (KAI GmbH)

Unveiling the Power of Data & Data Engineering to Enhance Semiconductor Lifetime Models

Semiconductor devices in cars must meet stringent reliability standards as their application areas continue to diversify. Conducting individual reliability tests for each requirement is time-consuming and can only be done once the final product is ready, resulting in longer time-to-market. Lifetime models offer a solution by enabling reliability assessments before the final hardware is available.

In this presentation, Olivia Pfeiler, Head of Statistics & Data Science at KAI GmbH (a 100% subsidiary of Infineon Technologies Austria AG), emphasizes the importance of the lifetime model and data engineering tasks.

Julia Sasse (Hilti AG Thüringen)

From Collection to Insight – Tracing the Data Flow in Production Environments

Analyzing existing data is easy! ... But how do you get the data?

In this talk, Julia Sasse from Hilti AG Thüringen will provide valuable insights into the journey of tracing data flows within a production environment. Based on her practical experience, she will point out the critical steps required to collect, process, and prepare data for analysis. Julia will highlight the key challenges along the way, such as dealing with heterogeneous system landscapes, ensuring data quality, and maintaining efficient data pipelines.

This talk offers practical advice and lessons learned for anyone navigating the complex path from raw data collection to actionable insights in real-world production environments.

Katharina Dimovski (TOWA)

What You See Is What I Want You to See

Ever wondered what you're really looking at in a data visualization?

In this talk, Katharina Dimovski, Data Analyst at TOWA, shares key lessons from her journey, discusses the ongoing process of mastering data storytelling, and explores why this skill is essential for data scientists.

The talk offers a personal perspective on the intersection of data science and design—two fields that may seem worlds apart but are deeply interconnected.

Alexandra Posekany (TU Vienna)

Teaching Data Science in Vocational High School – A Success Story

Data literacy was defined as one of the essential skills of the twenty-first century by the EU. However, it has taken decades to introduce studies and curricula on this topic in Austria. Many of these have started as Master programs, few exist on Bachelor level, mostly at Universities of Applied Sciences. However, as pioneers in the field, we have introduced a curriculum for technical vocational schools in Austria (HTL) focused on the aspect of understanding the concepts of data handling, data literacy and machine learning through hands on applications of various algorithms, ranging from simple regression to neural networks.

This talk focuses on effective methods for teaching data literacy and fundamental machine learning concepts to students before they enter tertiary education.

Heidi Weber (FHV – Vorarlberg University of Applied Sciences)

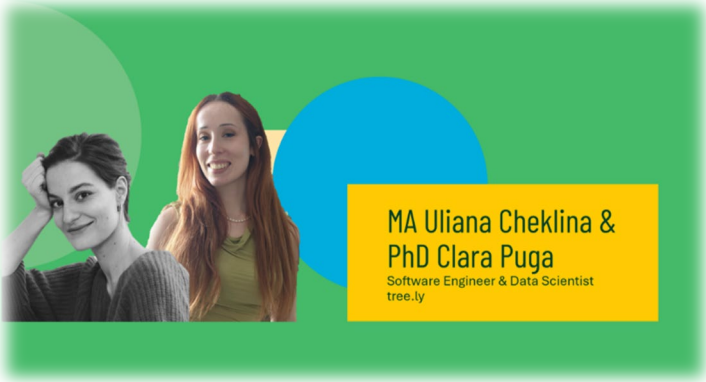
Numbers that Count – Convincing Presentation of Analytical Data

We are dealing with numbers every day. They feel like good companions and easy to grasp. But...

> *"Our brains were designed to juggle 1,2,3,4, and 5. After that, it's just 'lots.'"*

How can we present our data – often big and complicated numbers – in a way that the insights they provide are easy to comprehend and even reach out to our emotions?

In this talk, Heidi presents current developments and methods for communicating data in a way that is understandable, impressive, and emotionally touching – even when number 5 is not enough.



Uliana Cheklina & Clara Puga (tree.ly)

Run Forest Data, Run!

In this talk, Uliana Cheklina, a software engineer, and Clara Puga, a data scientist, explore how data science is transforming the forestry industry.

Together, they delve into the innovative use of remote sensing data, such as satellite imagery and drone technology, to generate critical insights that support sustainable environmental management. From calculating biomass to predicting forest growth and health, they explore how advanced data analysis addresses key environmental challenges and helps industries and policymakers make sustainable decisions.

This talk offers a compelling glimpse into the intersection of technology and environmental science, showcasing the power of interdisciplinary collaboration in tackling global challenges.

Diana Eglseder (Startup Vorarlberg)

Failure as Key to Success – Lessons from a Female Tech-Startup

"*If you've never failed, you've never tried anything new.*" (Albert Einstein)

In this inspiring talk, Diana takes us on a journey through her personal and professional experiences as an entrepreneur. She shares her story of navigating the challenging path of self-employment, starting with multiple attempts to establish her own startups. While some ventures fell short of expectations, others taught her valuable lessons that shaped her approach to business and leadership.

Through resilience and determination, Diana not only gained a wealth of experience but also discovered what it truly takes to succeed in the entrepreneurial world. Her journey is filled with stories of trial and error, perseverance, and growth, ultimately culminating in her current role as the CEO of Startup Vorarlberg.

Women in Data Science Worldwide | Dornbirn

WiDS Dornbirn is independently organized by FHV – Vorarlberg University of Applied Sciences to be part of the mission to increase participation of women in data science and to feature outstanding women doing outstanding work.

For more details about the WiDS organization and its mission, visit
https://www.widsworldwide.org/