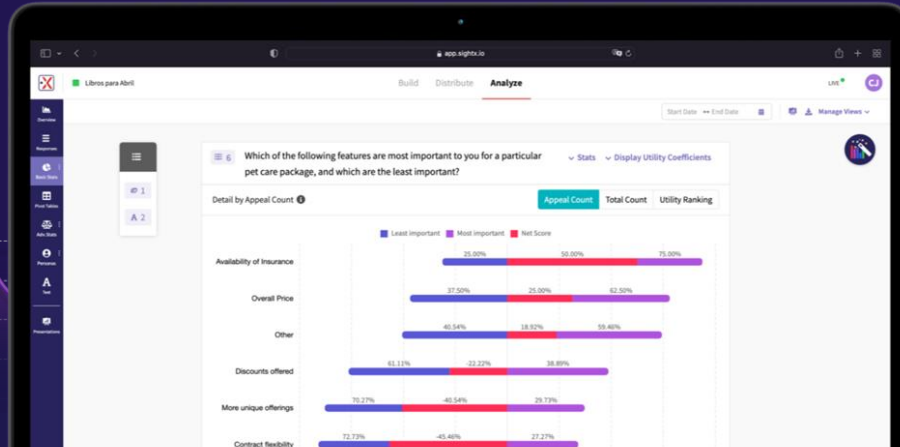
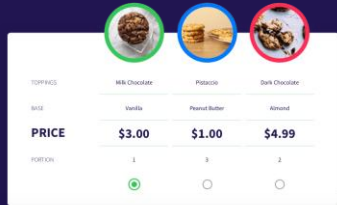


Beyond Buzzwords

Where Artificial Intelligence & Insights Intersect





**“The pace of change has never been this fast,
yet it will never be this slow again.”**

–Justin Trudeau, Davos, 2018



The Dartmouth Conference & The Name

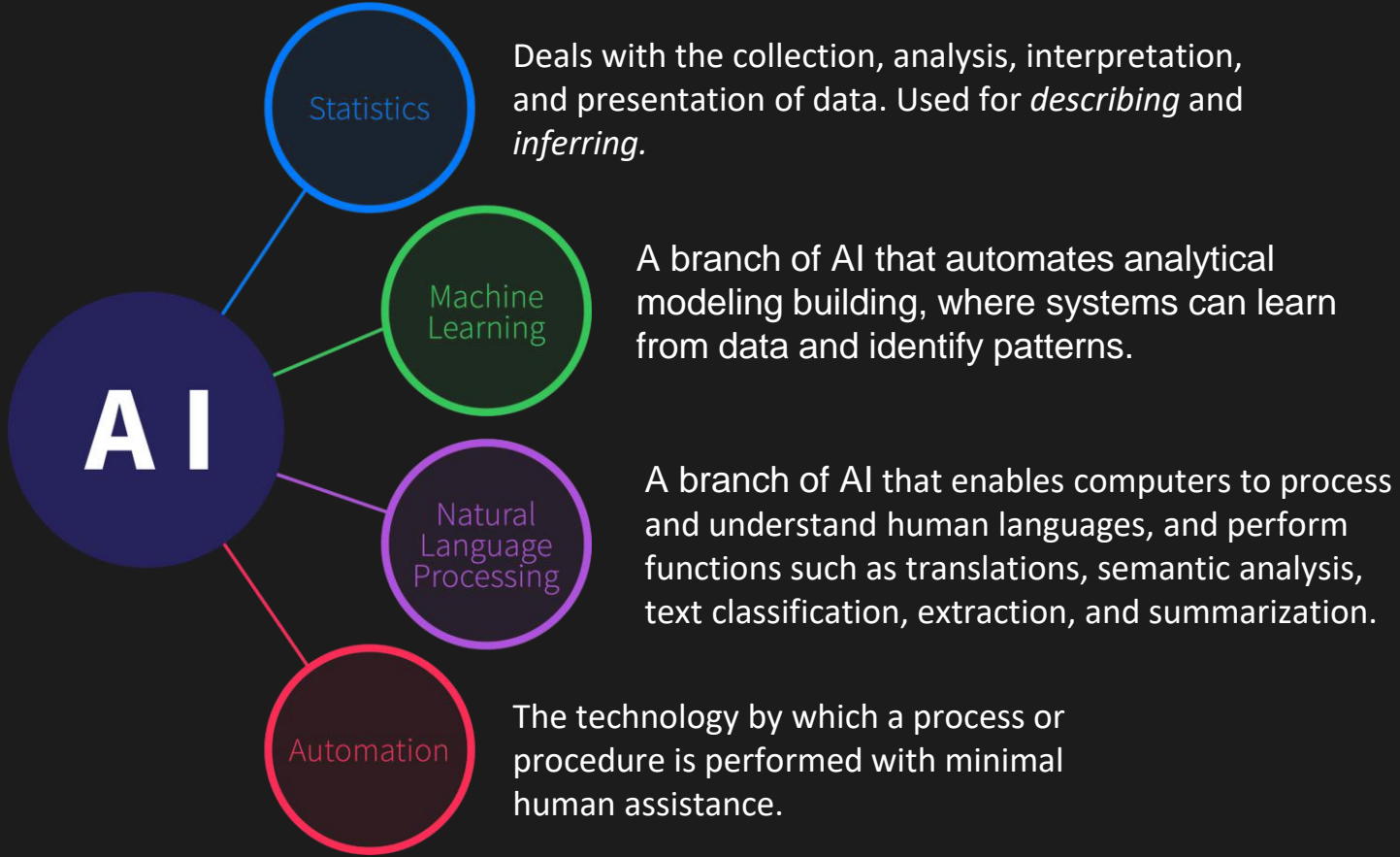
Artificial Intelligence

- "We propose that a 2 month, 10 man study of artificial intelligence be carried out during the summer of 1956 at Dartmouth College in Hanover, New Hampshire."
- "The study is to proceed on the basis of the conjecture that every aspect of learning or any other feature of intelligence can in principle be so precisely described that a machine can be made to simulate it."



Definitions

A. I. is the development of computer systems that are able to perform tasks that would require human intelligence.





Making AI

Philosophy

Mathematics
& Statistics

Economics

Anthropology
& Sociology

Computer
Science

Psychology

Art

Design

Biology



AI in Insights



AR / VR



Automated
Analysis



Sentiment
Analysis



Chat Bots

sight·x



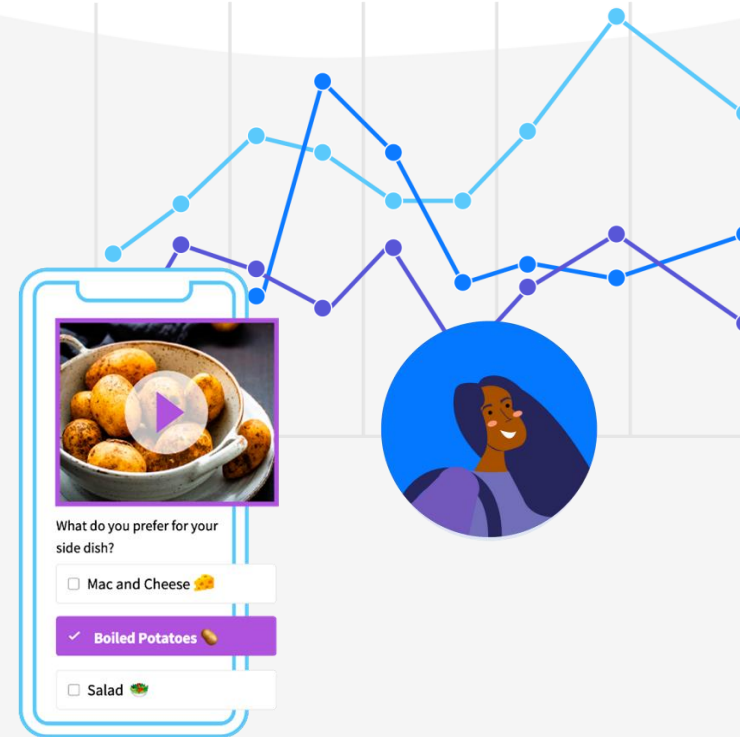
A.I Applications:

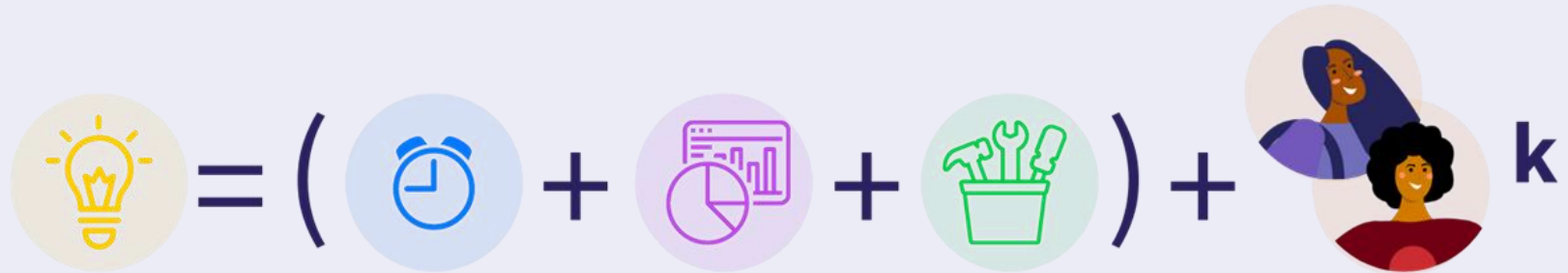
Automation FIRST



Automation

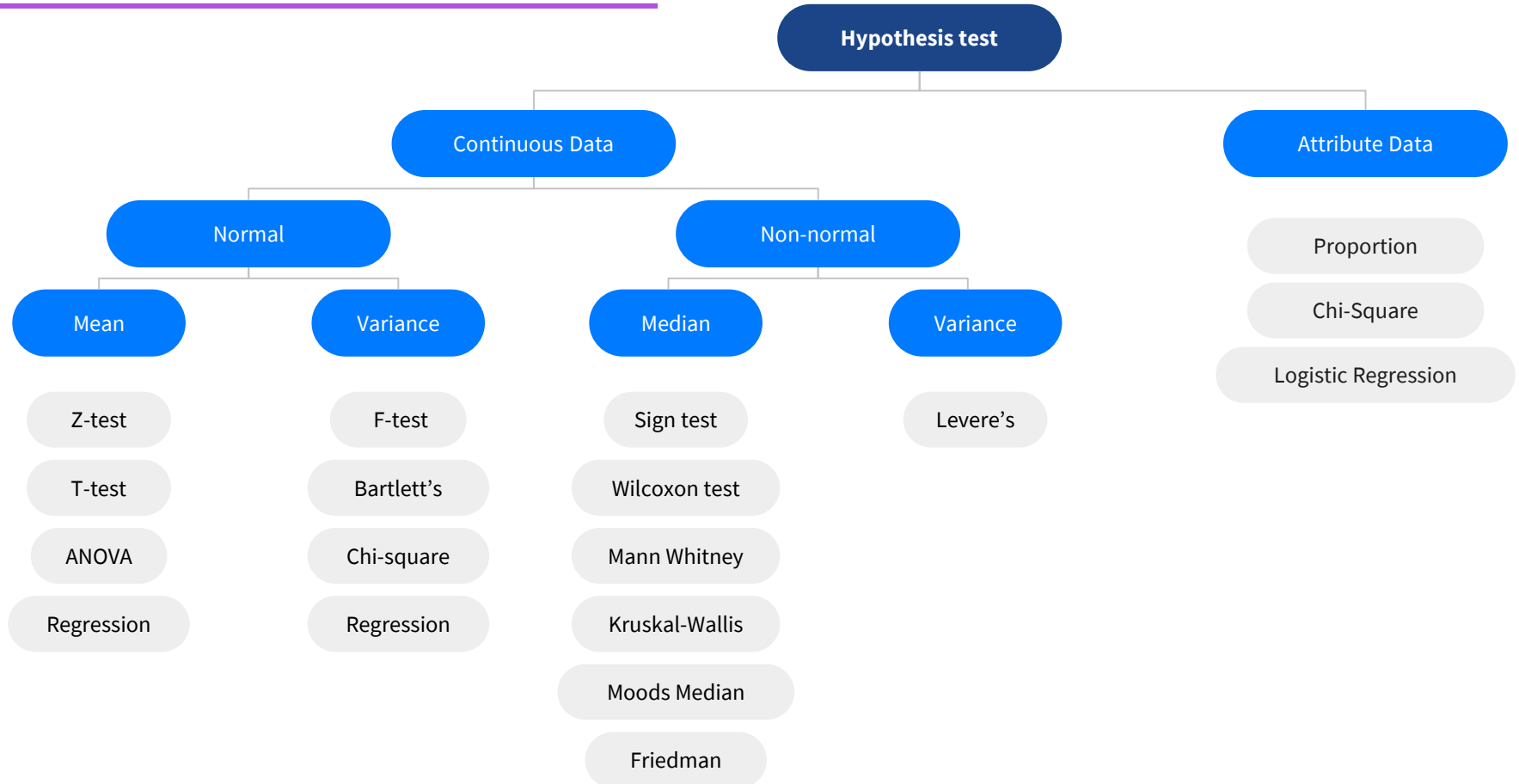
- Breaks down siloed mentality of data collection, exporting to excel, analysis, and visualization.
- Has the ability to produce and deliver information with minimal human intervention.
- Already used across a number of sectors to improve efficiency, reliability, and speed of tasks traditionally performed by humans.
- But why?







The Not-so-Secret Sauce:





$$\begin{array}{r} 300,000 \\ \hline 10 \\ \hline 1 \end{array}$$



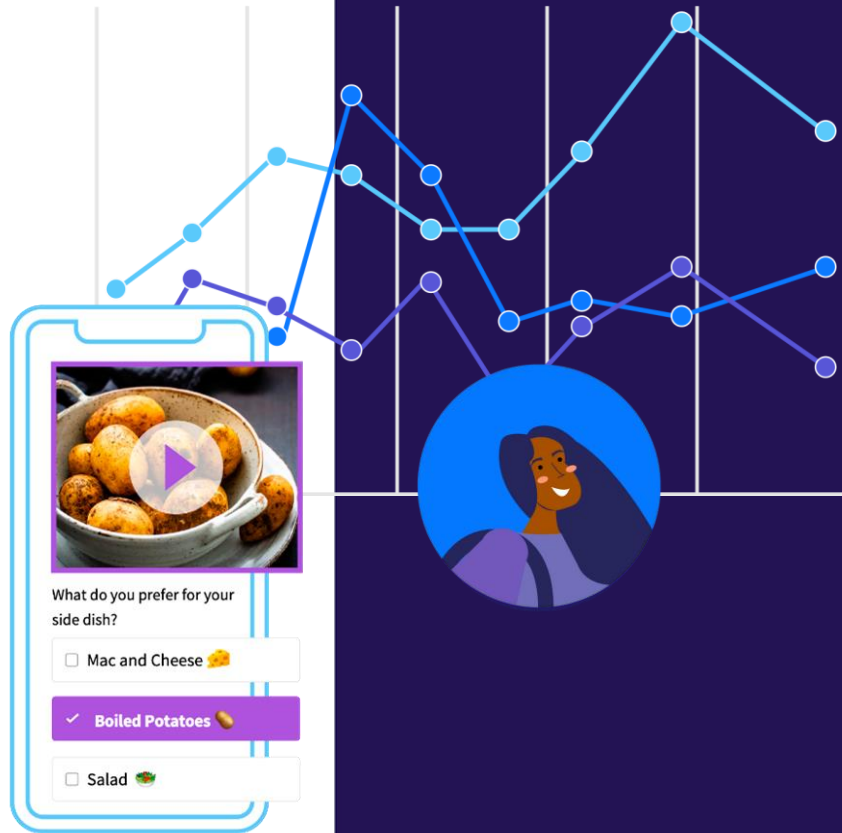


Automation

Implications for Consumer Insights

- Time is a precious commodity
- More research, learning, & influence
- Deeper analysis leads to bigger impacts
- Frees your time for thinking.
- Interpretation & Extraction of meaningful results

Where we still have work to do.

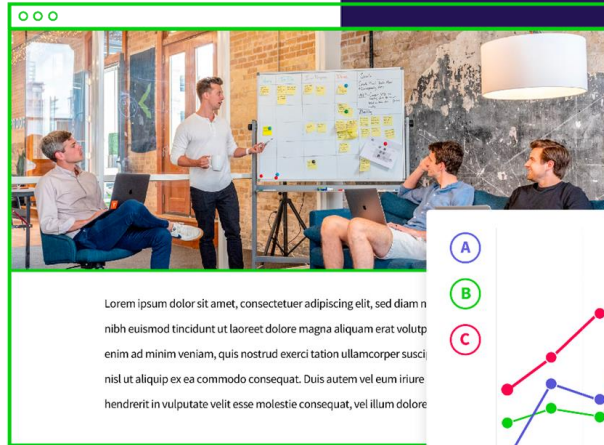




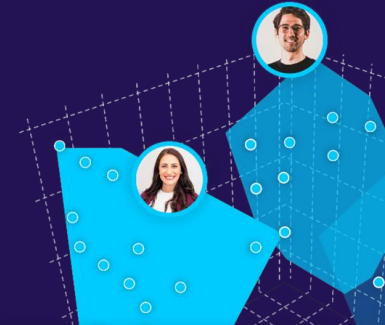
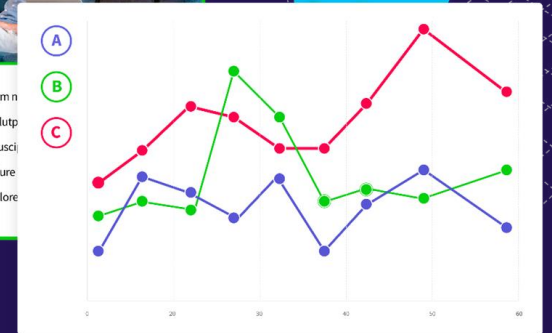
Unsupervised Machine Learning

Implications for Consumer Insights

- Agile segmentation
- Comparisons of personas quickly and efficiently
- Uncover new personas
- Deeper insights
- Scaling expertise



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Process from Beginning to End

> 30 Minutes

01

DEMOGRAPHIC NO SIG DIFFERENCES

Split a market according to age, race, religion, gender, family size, ethnicity, income, and education

02

GEOGRAPHIC NO SIG DIFFERENCES

Segment a market by area, such as cities, counties, regions, countries, and international regions

03

BEHAVIORAL NO SIG DIFFERENCES

Dividing the market into homogeneous groups based on certain customer buying behaviors

04

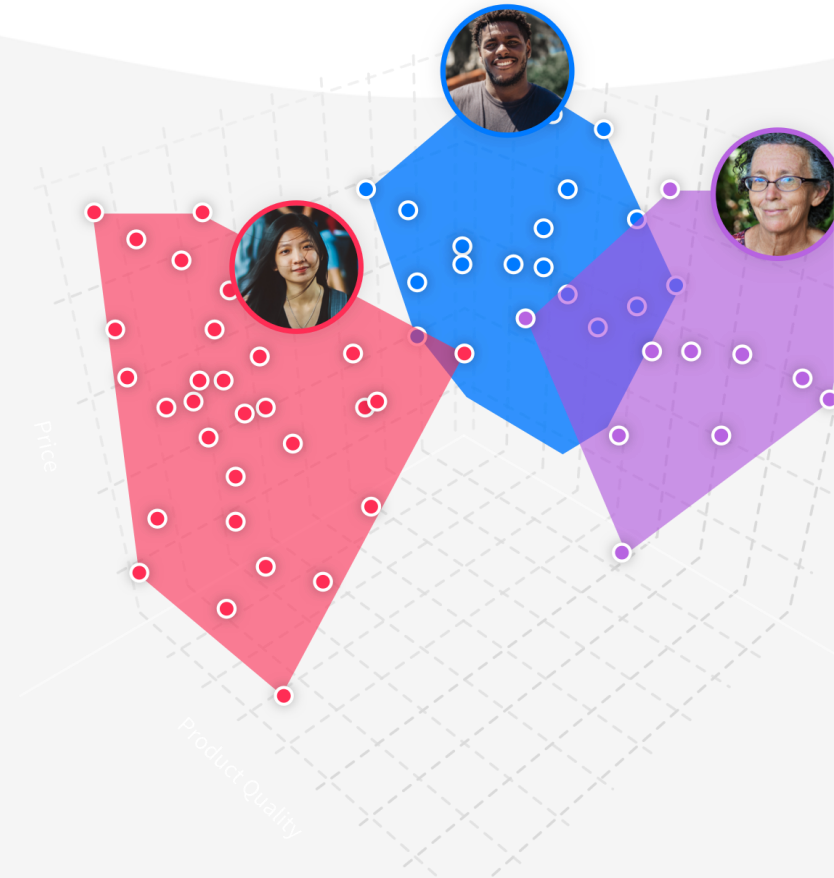
PSYCHOGRAPHIC **YES!!**

Group customers by their shared personality traits, beliefs, values, attitudes, interests, and lifestyles and other factors



Segmentation

- Uses machine algorithms to analyse and cluster datasets.
- The algorithms discover hidden patterns without the need of human intervention.
- Has the ability to discover similarities and differences in information, making it ideal for exploratory data analysis, image recognition, and customer segmentation.





Text Analysis

Natural Language Processing (NLP)

- Enables computers to process and understand human languages.
- Relies on multiple disciplines to include computer science, computational power, statistics, and linguistics, social scientists, and discipline specific expertise to understand human communication.

Why is this your favorite brand?

I **love** the fact that they are **environmentally** conscious, that is very **important** to me...





Expectation



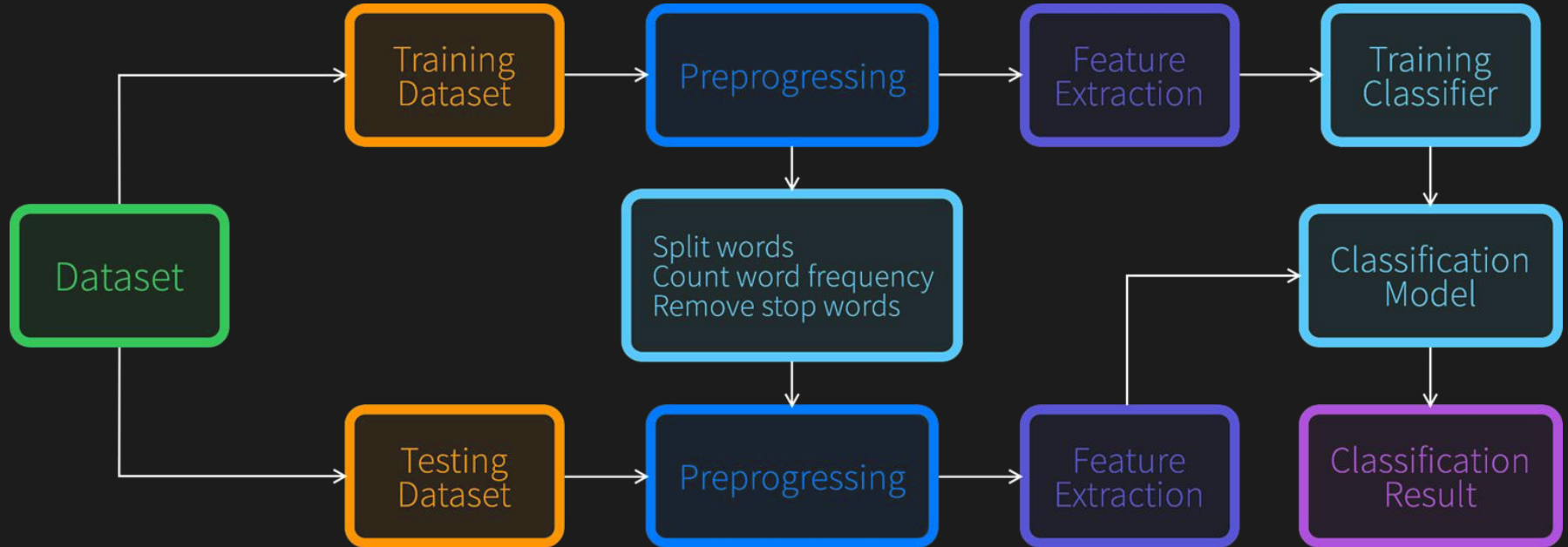
VS

Reality





How it works










Natural Language Processing

Implications for Consumer Insights

- Content and topic categorization
- Document summarization
- Named entity recognition
- Sentiment analysis

love
daily colorful loyalty great
tired training awesome
comfortable old fashion
useful cheap easy running
shoes
quality brand
sustainability

-  HAPPY
-  GLAD
-  NEUTRAL
-  SAD
-  ANGRY





What Makes or Breaks AI Adoption?

1. **Clarity** on business needs
2. Willingness to **lead and advocate** for change
3. Organizations structure and processes
4. A **collaborative** approach between business and tech
5. Communication



Reach out for a DEMO today!

sight·x

Automating Curiosity

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