



# Navigating Tomorrow

How to use generative AI effectively  
for your consumer insights operations

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**TECHNOLOGY, POWER, AND THE  
21<sup>ST</sup> CENTURY'S GREATEST DILEMMA**

# **THE COMING WAVE**

**MUSTAFA SULEYMAN**

CO-FOUNDER OF  
**DEEPMIND AND INFLECTION AI**

WITH  
**MICHAEL BHASKAR**

*“Soon we will live surrounded by AIs. They will carry out complex tasks-operating businesses, producing unlimited digital content, running core government services, and maintaining infrastructure. This will be world of DNA printers and quantum computers, engineered pathogens and autonomous weapons, robot assistants and abundant energy. It represents nothing less than step change in human capability. We are not prepared”*

# Definitions

## Ai

Belongs to computer science. Deals with development of tasks that requires human intelligence.

## Discriminative Ai

Focuses on learning the boundaries that separate classes. Classifications for pattern recognition, and sentiment analysis.

## Generative Ai

Focuses on building models that generates new data. Those models learn underlying probability distribution and learn to generate new data on training

## Machine Learning

Subset of Ai. They are algorithms enabling training and prediction.

## Large Language Models

Subset of Ai foundational models. Focus on NLP tasks: Patter between words and comprehension.

# Key Characteristics of Generative AI



Probability



Unsupervised



Creativity

# Large Language Models LLMs

## GPT [Generative Pre-trained Transform 3]

Developed by OpenAI. It consists of 175 Billion parameters and has shown to excel in NLP tasks, including text generation, translation, Question answering

## XLNet

By Google brain, is a variant of the Transformer architecture. It leverages permutation-based language modeling

## BERT [Bidirectional Encoder Representation from Transformers]

By Google Research, pre trained, and achieved results in tasks such as sentiment analysis, named entity recognition, and sentence classification

## T5 [Text to Text Transfer Transformer]

By Google Research. T5 simplified the training process, and achieves high performance.

# Industries impacted by Generative AI



Healthcare



Manufacturing & Engineering



Retail & Ecommerce



Finance & Investment



Marketing & Advertising



Education & Training



Media & Entertainment



Design & Creative Arts

# Eight Key Ways Generative AI is Transforming Market Research

Survey and experiment co-creation

Asset creation: Text to image/video

Qual analysis

Quant analysis

Meta Analysis

Fraud detection

Executive summaries

Content Creation

**All will result in the same outcomes: Faster, Better, Cheaper**

# Key Skill: Effective Prompts

Tips for writing effective statements and questions:

1. Be clear and specific
2. Ask open ended questions
3. Use natural language
4. Provide context
5. Provide feedback
6. Experiment and iterate





# FAQs



What will happen with my data when using Ada?  
We have strict privacy policy

Does Ada Hallucinate?

When does Ada perform best?

# Challenges to Tackle



Stability & Accuracy



Context Specific



Ethics



Adoption



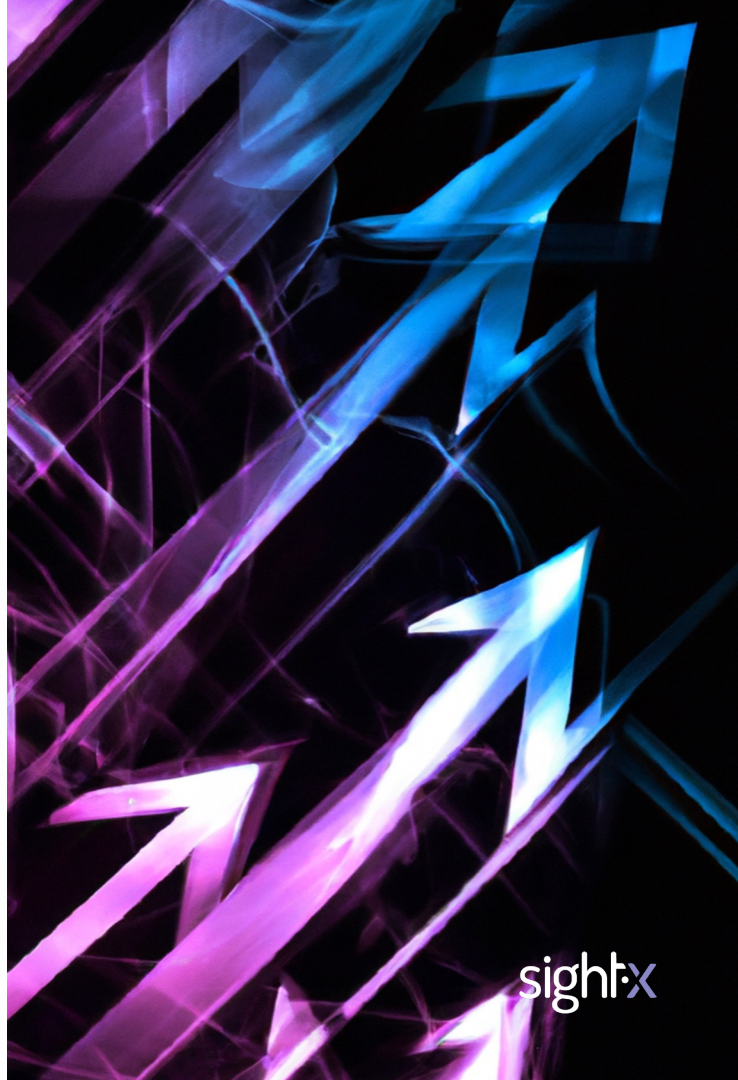
Education



Evolving Workforce

## TAKEAWAYS

1. The progress we're making is exponential
2. The speed at which progress is made is also exponential
3. It takes partnership & collaboration
4. Tolerating the imperfect for the sake of progress
5. New skills, new workflows
6. You cannot afford to NOT be part of it. You can shape it, or play catch up.



PROMPT

# “Share statistics on how generative AI will transform market research”

## SPEED AND EFFICIENCY

According to McKinsey AI automation has the potential to reduce the time it takes to gather insights by up to **80%**

## COST SAVINGS

McKinsey estimates that AI-driven automation could result in cost savings of **70-90%** market research operations

## SPEED AND EFFICIENCY

Research by Forrester indicates that companies using AI-driven analytics are **33%** more likely to be leaders in real time marketing

## CUSTOMER SEGMENTATION

According to a study by Adobe, companies that use AI driven segmentation see a **233%** increase in customer engagement rates.

sight·x

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