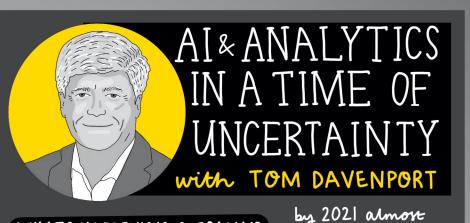
ADVANCING ANALYTICS 2020



WHATS HAPPENING GLOBALLY?

🕓 40% are 'AI-AWARE'

LESS AMBITIOUS PROJECTS MORE SUCCESSFUL

DEFINITION of DATA

SCIENCE is CHANGING

TREATING CANCER vs. "CARE CONCIERGE"

• AMAZON GO-STORE O DRONE DELIVERY



TECH

ML OPS

CLOWD

PROJECT

DOUBLE DOWN

solutions:

EVIDENCE of

100.1. USING AI

MOST LIKELY to

SUCCEED: AI for BUSINESS PROCESSES

· VANGUARD · PFIZER

CAPITAL ONE
 ALPHABET

FOUR PATHS to RETURN on AI?

E-ENGINEER BUSINESS PROCESSES to TAKE ADVANTAGE of AI & YIELD PRODUCTIVITY

RGANISATION & CULTURE that are DATA-DRIVEN and FIT with AI INITIATIVES

ALGORITHMS & DATA max are UNBIASED, TRANSPARENT and WELL MANAGED

INVESTMENT - SUBSTANTIAL, WELL-MANAGED with CLEAR METRICS

REBOOTING MODELS and ANALYTICS POST-PANDEMIC

SCENARIO MODELS HURRICANE MODELS

MPACT on JOBS & SKILL

63% WANT to AUTOMATE as many

EXCEPTION REPORTING

CHANGING the ROLE of a DATA SCIENTIST?

N'T FORGET PRODUCE MODELS --> RESULTS



with GIBSON BIDDLE

SCORE?

.YOUR DESIRE to] DELIGHT CUSTOMERS WILL DRIVE YOU TO INVENT on THEIR MOULD MAKE it a BEHALF." -JEFF BEZOS BETTER SERVICE?

HYPOTHESIS

PROCEDURE EXPERIMENTS

CATEGORY

INTEREST

ALGORITHM

PERSONALISE

CUSTOMER DELIGHT : SATISFY, LISTEN, COMPETE CUSTOMER OBSESSION: DELIGHT, EXPERIMENT, INVENT

FASTER DELIVERY! (A/B TEST: NEXT DAY NEW RELEASE DELIVERY

IMPACT on RETENTION "WORTH"\$1m, SAVED 5,000 CUSTOMERS - COST \$5m

BUILDING HARD to COPY!

🎝 BRAND 👌 NEWORK EFFECT 📫 ECONOMIES of SCALE NNIQUE TECHNOLOGY

COLLABORATIVE

MOVIE RATING DOES NOT EQUAL

MOVIE ENJOYMENT!

FILTERING

PRODUCT STRATEGY

• APIS TERSONALISED CONTAINER

0/

O INSTANT other FACTORS? E EASY

MARGIN ENHANCING

MGMT FOCUS DEMOGRAPHICS OF NOT IMPACT MOVIE TASTE! PARTNERSHIPS DESIGN THINKING

in summary... 50' MORE USING

THUMBS DATA!

L EXISTING DATA QUALITATIVE 圈 SURVEY-DATA

ART COVERS A/B TESTING STRATEGY



MAGIC WITH the POSSIBLE at AUSTRALIA POST with SILVIO GIORGIO

1 4300 POST OFFICES

35,000 EXTENDED WORKFORCE

2.860 ARTICLES per

1.3m DELIVERED

80% AUSTRALIAN

YEAR

TODAY

ecommerce

CONNECTING PEOPLE WITH EACH OTHER and the WORLD

WHAT WEDO COULD CHANGE, but our PURPOSE NEVER WILL

magic with data

THAT LOOK on PEOPLE'S FACES with the REVEAL! THE PRESTIGE!

START STOP

WORK that DIDN'T BLOW SOCKS-OFF

DASHBOARDS Goutlomes+ Action vs. Questions SECURITY, PRIVACY, ETHICAL WORK in the FRONT LINE

MBUILD our BRAND

MAKE it FUN

OBSESS Over VALUE

DATA INSIGHT INTERVENTION

EYES & EARS a voice MONITORS PROCESSING DATA CONTACTS FACILITY MANAGER
IF PARCELS aren'T LOADED

NOTIFYS CUSTOMERS of DELAY A FLAGS CUSTOMERS HAVE MADE A RECENT COMPLAINT

REPORTING without VISUALS via GOOGLE HOME

DEXTER

EMPOWERED to DELIVER POSITIVE EXPERIENCES with DATA and AI INTELLIGENCE

AT the HEART is our PEOPLE!

> ALSO CUSTOMERS of AUSTRAUA POST WHO WANT to GIVE and RECEIVE EXCELLENT SERVICE!

ıapa

Institute of Analytics Professionals of Australia



with KAY FIRTH-BUTTERFIELD

Continue to be excited ... but be aware of she risks involved!

🖊 RISK to BRAND, SOCIAL RESPONSIBILITY → A COMPLIANCE - IMPACT on customers

GOVERNANCE - WHAT TOOLS in PLACE? RESPONSIBLE AI - MITIGATE RISK by

USING COMPLIANCE + GOVERNANCE TOOLS

ASILOMAR CONFERENCE

I ETHICS HAS NEVER been MORE IMPORTANT ESPECIALLY

MULTI-NATIONAL

HOW DO YOU OPERATIONALISE these ETHICAL PRINCIPLES

HOW DO you CREATE TRUST with your CUSTOMERS?

by 2022, 85% of AI PROJECTS win DELIVER ERRONEOUS OUTCOMES DUE to BIAS in DATA, ALGORITHMS or the TEAMS RESPONSIBLE for MANAGINIG them!

221 FEMALE 787 MALE

grobal AI PROFESSIONALS

WORLD ECONOMIC FORUM: GUIDELINES

for PROCURING AI, TENT to AMPLIFY WORK HAPPENING.

10 MOST COMMON PRINCIPLES

190 ORGANISATION USING ETHICAL PRINCIPLES

2020

BENEFICIAL AI FAIRNESS RELIABILITY

EXPLAINABILITY

TRANSPARENCY

HUMAN AGENCY

NO FOMAL

TRUST!

HOW DO WE FEEL ABOUT

WHAT WOULD a

LOOK LIKE?

ROBOTS as CARE PROVIDERS?

POSITIVE FUTURE

GOVERNANCE,

ENGINEERING for

coming soon

A ENSURING YOU'RE DELIVERING a SOLUTION SAFETY DIVERSITY &

ASPENDING TIME IMPROVING QUALITY ON WHICH THE ANALYSIS DEPENDS A ENSURING YOU HAVE a ROBUST DATA DATA PRIVACY GOVERNANCE MODEL

BUSINESS PARTNERS by:

USED as BAY

The BALANCING ACT: MANAGING PRIORITIES, USE CASES & BUSINESS BUY-IN

DISCUSSION GROUPS

PREACHING to the NON-CONVERTED

'MAGIC' of ADVANCED ANALYTICS: 1 RESPECT SECURITY and PRIVACY

REINFORCE the BRAND

STRATEGIES to get LEADERS EXCITED by the

2. SPEND TIME in the BUSINESS 80 YOU KNOW

4. MAKE it FUN - EVEN in the NAME of DATASET!

STAKEHOLDER ENGAGEMENT TIPS to INCREASE CHANCE of SUCCESS

GET BETTER ENGAGEMENT with KEY DECISION MAKERS by

A BALANCING QUICK WINS and LONGER TERM GOALS

GET STAKEHOLDERS to BUY into YOUR SUCCESS

A SPEND TIME on HOW YOUR SOLUTION will be

HOW to BUILD TRUST in ANALYTICS

ALIGNED TO BUSINESS STRATEGY

NAVIGATE UNCERTAINTY and BECOME TRUSTED

in YOUR ORGANISATION

WORKING ON AME RIGHT BUSINESS PROBLEM

3. DEVELOP a BRAND & TEAM BEHAVIOURS to

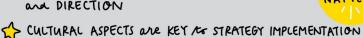
1. PRIORITISE your DATA SCIENCE and ANALYTICS USE CASES to DELIVER MAXIMUM VALUE

2. BALANCE MAINTAINING/IMPROVING EXISTING ANALYTICAL SOLUTIONS and INVESTING IN NEW USE-CASES

3. SECURE BUSINESS BUY-IN, both from SENIOR EXECS and the USERS/CONSUMERS of ANALYTICS SOLUTIONS

CULTURAL CHANGE - IMPACTING THE CHALLENGES YOUR DATA + ANALYTICS STRATEGY

A MLE ESSENTIAL ROLE of YOUR DATA + ANALYTICS STRATEGY for VISION, CLARITY



ACTIONS + ACTIVITIES LIKE AWARENESS and EDUCATION, NEW WAYS of WORKING and MANAGING DIVERSE EXPECTATIONS HELP to PAVE the WAY

and DIRECTION

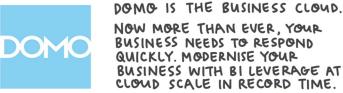
STUDY BUSINESS ANALYTICS



STAY CONNECTED WITH US AND FIND OUT HOW WE CAN HELP SCALE AND STRENGTHEN YOUR BUSINESS THROUGH THE POWER OF DATA AT WWW. SISENSE. COM



DATAIKU IS ONE OF THE WORLDS LEADING AT AND MACHINE LEARNING PLATFORMS, SUPPORTING AGILITY IN ORGANISATIONS' DATA EFFORTS VIA COLLABORATIVE, ELASTIC, AND RESPONSIBLE AL ALL AT ENTERPRISE SCALE



NOW MORE THAN EVER, YOUR BUSINESS NEEDS TO RESPOND QUICKLY. MODERNISE YOUR BUSINESS WITH BI LEVERAGE AT KAPLAN) BUSINESS SCHOOL

WITH CONFIDENCE