

# ADVANCING ANALYTICS | 2020

## DISCUSSION GROUPS

### AI & ANALYTICS IN A TIME OF UNCERTAINTY

with TOM DAVENPORT

**WHAT'S HAPPENING GLOBALLY?** by 2021 almost 100% USING AI

- 40% are 'AI-AWARE'
- LESS AMBITIOUS PROJECTS MORE SUCCESSFUL
- DEFINITION of DATA SCIENCE is CHANGING
- TREATING CANCER vs. "CARE CONCIERGE"
- AMAZON GO-STORE
- DRONE DELIVERY

**AI FIRST**

- VANGUARD
- Pfizer
- CAPITALONE
- ALPHABET

**MOST LIKELY TO SUCCEED: AI for BUSINESS PROCESSES**

- TREATING CANCER
- vs. "CARE CONCIERGE"
- AMAZON GO-STORE
- DRONE DELIVERY

**EVIDENCE of DEPLOYMENT?**

**FOUR PATHS to RETURN on AI?**

- RE-ENGINEER BUSINESS PROCESSES to TAKE ADVANTAGE of AI & YIELD PRODUCTIVITY
- ORGANISATION & CULTURE that are DATA-DRIVEN and FIT with AI INITIATIVES
- ALGORITHMS & DATA that are UNBIASED, TRANSPARENT and WELL MANAGED
- INVESTMENT - SUBSTANTIAL, WELL-MANAGED with CLEAR METRICS

**TECH SOLUTIONS:**

- MLOPS
- CLOUD
- APIS
- CONTAINER

**Other FACTORS?**

- PROJECT MGMT FOCUS
- PARTNERSHIPS
- DESIGN THINKING

**REBOOTING MODELS and ANALYTICS POST-PANDEMIC**

- SCENARIO MODELS
- HURRICANE MODELS
- EXCEPTION REPORTING

**IMPACT on JOBS & SKILLS**

63% WANT to AUTOMATE as many JOBS as POSSIBLE!

**CHANGING the ROLE of a DATA SCIENTIST?**

PRODUCE MODELS → RESULTS

**IN SUMMARY...**

- 1 THINK BIG!
- 2 DRIFT is NORMAL
- 3 HOLD, FOLD or DOUBLE DOWN
- 4 DON'T FORGET your HUMANS
- 5 GOVERNANCE

### NETFLIX'S CUSTOMER OBSESSION

with GIBSON BIDDLE

**NPS SCORE?**

**WHAT WOULD MAKE it a BETTER SERVICE?**

**"...YOUR DESIRE to DELIGHT CUSTOMERS WILL DRIVE YOU to INVENT on THEIR BEHALF."** -JEFF BEZOS

**CUSTOMER DELIGHT: SATISFY, LISTEN, COMPETE**

**CUSTOMER OBSESSION: DELIGHT, EXPERIMENT, INVENT**

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

**IMPACT on RETENTION**

SAVED 5,000 CUSTOMERS → "WORTH \$1m, COST \$5m"

**BUILDING HARD to COPY!**

- ★ BRAND
- ★ NETWORK EFFECT
- ★ ECONOMIES of SCALE
- ★ UNIQUE TECHNOLOGY

**PRODUCT STRATEGY**

**HYPOTHESIS**

PERSONALISED INSTANT EASY DEVICE ECO-SYSTEM MARGIN ENHANCING

**DATA RESULTS**

DEMOGRAPHICS DO NOT IMPACT MOVIE TASTE!

**COLLABORATIVE FILTERING**

**CATEGORY INTEREST ALGORITHM**

50% MORE USING THUMBS DATA!

**MOVIE RATING DOES NOT EQUAL MOVIE ENJOYMENT!**

**PERSONALISED ART COVERS**

**are YOU OBSESSED?**

- EXISTING DATA
- QUALITATIVE SURVEY-DATA
- A/B TESTING STRATEGY

### MAGIC WITH DATA: INSPIRING the ART of the POSSIBLE at AUSTRALIA POST

with SILVIO GIORGIO

**CONNECTING PEOPLE WITH EACH OTHER and the WORLD**

**WHAT WE DO COULD CHANGE, but our PURPOSE NEVER WILL**

- 4300 POST OFFICES
- 75,000 EXTENDED WORKFORCE
- 2.8bn ARTICLES per YEAR
- 1.3m DELIVERED TODAY
- 80% AUSTRALIAN eCOMMERCE

**magic with data**

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

**STOP** WORK that DIDN'T BLOW SOCKS-OFF

**START** SECURITY, PRIVACY, ETHICAL WORK in the FRONT LINE

**DASHBOARDS** → OUTCOMES + ACTION vs. QUESTIONS

**BUILD our BRAND**

**MAKE it FUN**

**OBSESS over VALUE**

**DATA INSIGHT INTERVENTION**

**MONITORS PROCESSING DATA**

**CONTACTS FACILITY MANAGER IF PARCELS aren't LOADED**

**NOTIFYS CUSTOMERS of DELAY**

**FLAGS CUSTOMERS HAVE MADE a RECENT COMPLAINT**

**REPORTING without VISUALS via GOOGLE HOME**

**AT the HEART is our PEOPLE!**

**EMPOWERED to DELIVER POSITIVE EXPERIENCES with DATA and AI INTELLIGENCE**

**ALSO CUSTOMERS of AUSTRALIA POST WHO WANT to GIVE and RECEIVE EXCELLENT SERVICE!**

### RISK, COMPLIANCE, GOVERNANCE & RESPONSIBLE AI

with KAY FIRTH-BUTTERFIELD

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

- ⚠️ RISK to BRAND, SOCIAL RESPONSIBILITY
- ➔ COMPLIANCE - IMPACT on CUSTOMERS
- 🏛️ GOVERNANCE - WHAT TOOLS in PLACE?
- 💡 RESPONSIBLE AI - MITIGATE RISK by USING COMPLIANCE + GOVERNANCE TOOLS

STEPHEN HAWKING + DEEP MIND SUPERINTELLIGENCE

JAPANESE GOVERNMENT + AI ETHICAL PRINCIPLES

JAIS "FORMAL MORAL FOUNDATION"

190 ORGANISATIONS USING ETHICAL PRINCIPLES

**2014** IEEE

**2015** ASILOMAR CONFERENCE

**2020**

**AI ETHICS HAS NEVER been MORE IMPORTANT**

HOW DO YOU OPERATIONALISE these ETHICAL PRINCIPLES?

ESPECIALLY MULTI-NATIONAL COMPANIES

**10 MOST COMMON PRINCIPLES**

- BENEFICIAL AI
- FAIRNESS
- RELIABILITY
- SAFETY
- DIVERSITY & INCLUSION
- DATA PRIVACY
- EXPLAINABILITY
- TRANSPARENCY
- HUMAN AGENCY

**HOW DO YOU CREATE TRUST with your CUSTOMERS?**

GARTNER

"... by 2022, 85% of AI PROJECTS will DELIVER ERRONEOUS OUTCOMES DUE to BIAS in DATA, ALGORITHMS or the TEAMS RESPONSIBLE for MANAGING them."

22% FEMALE

78% MALE

global AI PROFESSIONALS

NO FOMAL GOVERNANCE, ENGINEERING for TRUST!

**AI for EDUCATION?**

WORLD ECONOMIC FORUM: GUIDELINES for PROCURING AI, TEND to AMPLIFY WORK HAPPENING.

HOW DO WE FEEL ABOUT ROBOTS as CARE PROVIDERS?

WHAT WOULD a POSITIVE FUTURE LOOK LIKE?

DOCUMENTARY coming soon!

### PREACHING to the NON-CONVERTED

SILVIO GIORGIO

STRATEGIES to get LEADERS excited by the 'MAGIC' of ADVANCED ANALYTICS:

1. RESPECT SECURITY and PRIVACY
2. SPEND TIME in the BUSINESS so YOU KNOW FIRST HAND
3. DEVELOP a BRAND & TEAM BEHAVIOURS to REINFORCE the BRAND
4. MAKE it FUN - EVEN in the NAME of DATASET!

### STAKEHOLDER ENGAGEMENT

SCOTT WYNNE

TIPS to INCREASE CHANCE of SUCCESS!

GET BETTER ENGAGEMENT with KEY DECISION MAKERS by:

- ★ WORKING on the RIGHT BUSINESS PROBLEM
- ★ BALANCING QUICK WINS and LONGER TERM GOALS
- ★ GET STAKEHOLDERS to BUY into YOUR SUCCESS
- ★ SPEND TIME on HOW YOUR SOLUTION will be USED as BAU

### HOW to BUILD TRUST in ANALYTICS in YOUR ORGANISATION

HEMA PRASAD

NAVIGATE UNCERTAINTY and BECOME TRUSTED BUSINESS PARTNERS by:

- ★ ENSURING YOU'RE DELIVERING a SOLUTION ALIGNED to BUSINESS STRATEGY
- ★ SPENDING TIME IMPROVING QUALITY on WHICH the ANALYSIS DEPENDS
- ★ ENSURING YOU HAVE a ROBUST DATA GOVERNANCE MODEL

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

MOHADESEH BANSI

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

**some WORDS from our SPONSORS**

**SISENSE**

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

**data iku**

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

**DOMO**

DOMO IS THE BUSINESS CLOUD. NOW MORE THAN EVER, YOUR BUSINESS NEEDS TO RESPOND QUICKLY. MODERNISE YOUR BUSINESS WITH BI LEVERAGE AT CLOUD SCALE IN RECORD TIME.

**KAPLAN BUSINESS SCHOOL AUSTRALIA**

STUDY BUSINESS ANALYTICS WITH CONFIDENCE

**CRAIG NAPIER**

- ★ the ESSENTIAL ROLE of YOUR DATA + ANALYTICS STRATEGY for VISION, CLARITY and DIRECTION
- ★ CULTURAL ASPECTS are KEY to STRATEGY IMPLEMENTATION
- ★ ACTIONS + ACTIVITIES LIKE AWARENESS and EDUCATION, NEW WAYS of WORKING and MANAGING DIVERSE EXPECTATIONS HELP to PAVE the WAY