The background of the slide features a photograph of a city skyline at sunset or sunrise. A prominent dark silhouette of a church spire rises from the left side of the frame. The sky is filled with warm, golden-yellow clouds, and the overall atmosphere is hazy and atmospheric.

APPLIED DATA ANALYTICS FROM STRATEGY TO IMPLEMENTATION

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CASE EXAMPLE: A MAJOR GLOBAL MALL DEVELOPER AND OPERATOR

One of Our
Project

CHALLENGE:
AMAZON
WILL
DISRUPT
SHOPPING



CASE EXAMPLE: A MAJOR GLOBAL MALL DEVELOPER AND OPERATOR

CHALLENGE: AMAZON WILL DISRUPT SHOPPING

REQUIRES:

- BUSINESS ADAPTATION
- TECHNOLOGY TRANSFORMATION
- CULTURAL TRANSFORMATION

SOMETIMES FIRMS ARE NOT EVEN AWARE OR ALIGNED ABOUT THEIR CHALLENGE



How to Think About Strategy

Identify the Business and Technology Strategy Spectrum



What is the
Business-only
strategy?

Lifestyle Vs
Shopping

Business Options with
technology support

Technology to
improve Experiences
in Malls

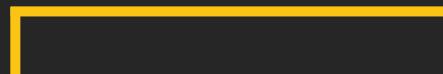
New Technology
Options to disrupt self,
Or capture new markets

Dark Kitchen
Last Mile Delivery

Project:

1. What are the main challenges and opportunities that you see in your business or organization today.
2. Based on what you know about Data and AI now, how can it be used
 - a) to mitigate challenges or
 - b) take advantage of opportunities
3. What are the main impediments in that prevents your organization from delivering the promise of data/AI projects.

**HOWEVER EXECUTION
CAN BE COMPLEX AND
EXPENSIVE**



A TYPICAL SCENARIO

1. Executives identify concerns
2. Investigate:
 1. Visit startup companies
 2. Executive Level Education and Discussion

3. Common Options to Execute / Scale:

Innovation
Lab: Can be
Disconnected

Consulting:
Temporary Gain,
and
Expensive

Scan &
Acquire: Can
be OK public
firms.

Build:
Need Culture,
Skill, and
Time

4. Result: If executed poorly: No change in direction. No alignment with main organization. Expensive, time consuming, and then back to 'square one'!

**IDEAS TO CONSIDER FOR
DATA AND AI APPLICATIONS**

DRIVERS OF VALUE

The Sense of Urgency

- Pioneers – 19% (understand and have adopted AI)
- Investigators – 32% (understand AI but only piloting for now)
- Experimenters – 13% (piloting without knowing much about what is going on)
- Passives – 36% (no adoption or understanding)

What is your firm/organization today?



Source: Based on MIT Sloan Review Survey of 3000 Ex

Value from Predictions

Understanding AI

- AI today does not bring us intelligence but a critical component of intelligence: Prediction.
- Do you know how **prediction** affects your Industry?



Source: Prediction Machines

The Netflix Experience



The Crown – \$130 Million dollar Series



Alexa and Amazon: Anticipatory Shipping



As you use Amazon more:

- Will you still care about the brand?
- Will you still look for it on Google



Do you know what your customers want?

In:

Professional Services

Financial Services

Groceries

Fashion

Hospitality, etc...



Emotional Connection and Engagement with Customers

Customers are seeking Outcomes and Experiences

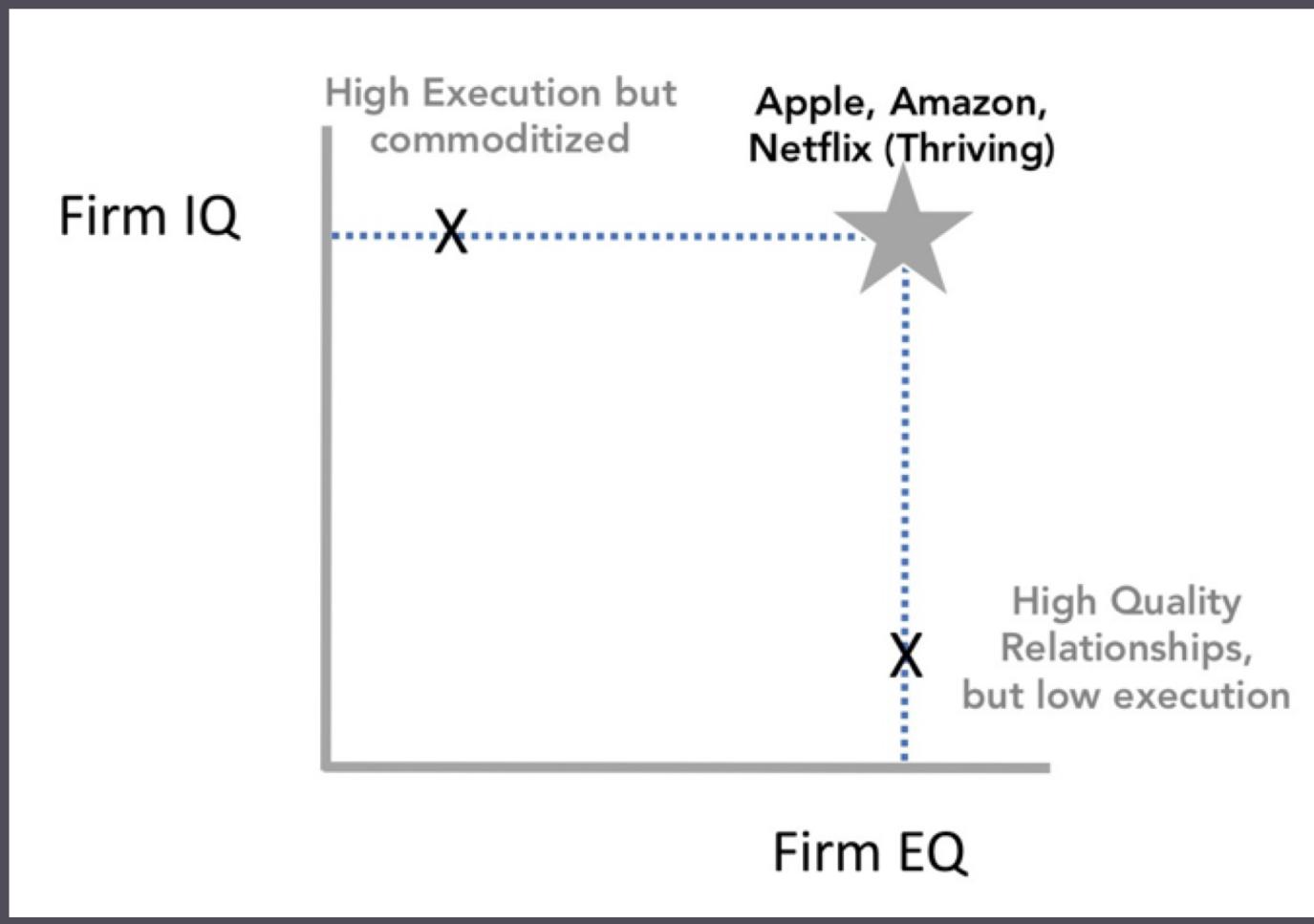
Most companies are selling products and services

Boston Whaler: Innovation in Engagement



Start with the customer experience and work backwards with technology

Steve Jobs



Developing a DATA and AI Strategy

How painless is your customer's journey? Do they have a relationship with you?

Do you know how much prediction does or can affect your business in the future?

Do you know the boundaries of your business?

What immediate challenges would you want help solving using AI?

What impediments do you face today internally?

What would success mean for you in terms of what you want to get from this 2 day program?



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