3 Best Ways To Use Claude 3.5 Sonnet For Businesses

https://www.youtube.com/watch?v=cG3jgZRJbNU

on today's show we are breaking down the most powerful AI feature available today and it's available to everyone it's part of Claude we're going to show you how to make live dashboards within Claude and turn Claude which is anthropic into your data analyst let's get into Today's [Music] Show over the last couple of weeks I think one of the most important AI features was released and I kind of flew under the radar and we wanted to do a dedicated show all about anthropic release of dashboards as part of their Claude Ai and part of what we're saying here and part of the the reason we're doing Today's Show is because as part of Claude 3.

which is called sonnet they released a lot of features but also the model just got way better and Kieran and that's when it started being really great for coding for you and you're like hey I know the basics of coding and it is like making me like a decent developer now and the next extension of that is what we're about to show with dashboards because what you're essentially doing is giving Claud data and information and it's building you a little web app dashboard to display that information versus you needing to go and hire a data analyst or data engineer to go and do that same thing right and that is a massive transformation in how we work and Kieran I want to start by by showing just one very very straightforward example and it's an example that I think like any of us would use shout out to Ali K Miller on Twitter she shared this she took a hundred pages of Amazon shareholder reports and turn them into dashboards and she's like and I did it in seconds and what was what's really interesting is she basic it shows what she did here she she took all the shareholder reports she gave the the Claude 3.

this prompt it's literally a one- sentence prompt make me an interactive dashboard using the following public shareholder reports Kieran you are a master prompt writer we know that is not a great prompt right like it's but it's that is a prompt that literally anyone can do literally anybody watching the show can do and this is the output this is the other interesting thing about Claude I don't think people realize this either where do my best promp come from Claude I actually tell it roughly what I want and then I say can you iterate on this and help me to create a better prompt and so it actually starts to create the prompt for me so I had a prompt that was good and I asked it how what can I make this better so an AI assistant would do a better job of these three things and it created a much better version of that prompt for me and so that's the other thing that is really interesting to me is I still think the Leverage is the leverage you have is impr prompt but I don't know how long that is true for and it's not true forever and I don't even know if it's as true as I thought before I started to really dig into some of these Advanced prompts for writing I don't like Claude can write in a lot of cases better prompts than me now there is another level above me which is like really Advanced prompt engineering right and I think there's people who understand how to prompt the model and I've talk to like cpos who have prompt engineering doing things for their product like they're beyond another stage of again like they they understand the actual model so well that they're able to prompt in a way that other average user even like me would not be able to do but for

the kind of like people like me who are pretty know knowledgeable knowledgeable enough that they can do a lot of good things for prompton the llms are starting to catch up in terms of just being able to take a rough command and be able to provide you the a better version of your prompt look this very simple example right we know shareholder reports are public information right and so you can get these share holder reports and I I think she uploaded shareholder reports from Q2 of to Q2 and they just it knew to take all of those disparate reports put them together and graph out the financial metrics and what those financial metrics were operating income net income free cash flow and everything for Amazon so you now have a pretty sick way to look at this company in a way that would have taken a lot of manual work beforehand and and quite frankly most people just wouldn't have done right actually let me just show you this cuz it's very similar and then I want to make a point around how this actually is impactful for marketers so like very very similar but a slightly different use case which is there was a research paper basically released about how AI had reached its peak like then it it was making the case that there's just not enough data to keep trading these models to get any kind of momentum and they were making the point that if you look at the the Improvement between tb4 and TBT like they're not these huge leaps we're not seeing the big leaps anymore I would argue Claude Sonet is a little bit of a leap but um totally is I would have to like read this I was you know going through like a research paper like this research paper what what's a better way to consume that well again if I can just give it to Claude and this way that they you give it this research paper and then you prompt it to create an a dashboard now they've actually created a good prompt right they've actually been very specific in what they want within this learning dashboard so they've basically what have they done here like they have written a functional spec to an that is the way I would think these interactive dashboards are justs and so try to get that like people should get that into your brain here the average user is building these interactive apps off this dashboard by just creating a prompt so this one here is an example of someone creating a pretty good functional spec of what they want giving it the research paper and then having this interactive dashboard of how they can like consume the information learn the information from that dashboard right so they have the tabs different charts they have the different takeaways like just the kind of they built an exact an exact app that they want from that research paper based upon how they want to learn learn about that stuff and that to me I don't think people realize how mind-blowing that is is What's Happening Here is like the the data the data repository has just been turned into like an everyday app that you can use on a onetoone basis and it's rendered and clawed I can't fathom how crazy that is now like what's one way if I'm a buyer of software I would like why would I ever go to your website just download all your stuff or get an agent to download all your stuff put it into cloud and build me a demo build me my own micro site of your product like why would I go to your website this person's just built a mini website on upcoming episode what what what if we take all of the G2 data we bu C for a category and and do a dashboard based off of customer reviews wouldn't that be sick spot pick a couple other categories and and break it down that way but like I I I want to pause real quick Ken and do a quick checkin because I do think something you just said there was very very important that I want to underline for everybody you said that that person who went through and wrote that spec for to break down that research paper they essentially wrote a a product spec like a product manager would do exactly and I think in the early days of AI I we thought we were all going to be prompt engineers and what it seems like and I want to get your feedback on

seems like the AI is going to be a very good engineer uh and and very good at prompting what it's going to need is the clarity and the functional spec and it seems like we're more likely to all be product managers than prompt Engineers because the AI is getting so good so quickly at the actual prompting and developing itself hey everyone you know we're always getting requests on the show for more recommendations on how you grow with AI well we're bringing you another one we've got this free guide from HubSpot on how you can use AI to completely change the way you create content this guide It's got it all prompts to assist you writing and editing steps to incorporate AI into your marketing plan and guidance on how to roll out AI across your team it is the guide book on how to integrate AI into your content creation I've dropped the link in the description below you're going to want to check it out now back to Today show I think that is true I think the AI will be a better product manager at some point as well if you tell it your outcomes yes it will be able to craft the functional spec to meet those outcomes so what is left the IDE where do I think I would beat an engineer if I could code I just think I have better ideas than a lot of people like I just do correct and what holds me back for a long time and I know I do because like there's several businesses that I had the idea of like like typical person who says this but like several businesses I had the idea of four years before they were created but I just never did it because I didn't like my own that that's just me I'm not my failure is being an entrepreneur I just didn't like persist to learn teach myself to code and do anything right but there is no the barrier to entry is much lower and so the idea and the ability to craft that idea in a way where users will find it valuable like so I think you're you're not you're still somewhat of a product manager because I think there's still differentiation and how you bring that idea to life but like the way that you actually write the functional spec the way that you bring that app to life in a way that makes it usable and useful for users I can see the AI continuing to like move up all the way back right towards the ideation and it's the same thing that happened in right like the Ryden that I was surprised like I was like ah well look it's generic no no one is ever going to like read this stuff right it's but it's good for the blank slate problem and but me as a writer I've got my own personality I'm way better than this AI yeah and and then you like then I then I created a writing style for Gary ve and like it's not 100% there but if you if you actually look at it side by side it can take a topic and replicate his style pretty well with some slight editing and again and when so it moves back now that it can do pretty good writing styles I think the troubling part is if it moves back and has better ideas than me right then I am totally but in this case in this case it's like I I I I said this on the conference I was speaking at I don't know how you feel I have never been so excited to have spare time I actually worry that I should just like not I know this is terrible cuz I'm on the podcast and everything but maybe I should just only do this stuff because I just like feel like you can do stuff that you never were able to do before like you can take your ideas and bring them to life in ways that you were never able to do before and I just feel it's so addictive like it is so addictive there's a couple things on this I this is this is an important tangent we have a friend um I won't won't name him but we we have a mutual friend and he was he's kind of have a crisis of conscious and he's like oh I don't know people want me to go start an AI startup and I don't know what to do and my advice to him was like because he he had that same reaction here and he's like oh I just I could spend all my time doing this I've never been so excited about the world and I was like I think you're totally right I think the world is not ready yet I was like I think you're a little early I think everything you feel is true it's probably true in like to months not today and what our job is today is to spend enough time so

that we know what's possible we know what the opportunities are so that as things get more mature we can jump on them and invest all of our time and energy against those and I think that's the advice I would give anybody out there is like have dedicated time like I've got some time tomorrow afternoon I'm going to build a few dashboards words I'm going to DM them to Kieran we're going to we'll kind of go back and forth hope and for For an upcoming show but like that's the time that I think is super valuable and where you really actually get leverage and get scale the second part of this Kieran is I do think that we should take one small victory lap and that Victory lap is a long time ago like over a year ago we said that web apps would be ubiquitous and that web apps would essentially become free and you would have a web app for everything Today's Show is validation that we are on the steady march to that being true that is very true right look at this uh so what we're showing is a chart that shows retention rates of the incumbent and the AI first companies and what you still see is retention is the biggest problem like chat gpt's retention rate is like 56% runways is 45% can't build a good business with that yeah you can't you can't build a good business with these kind of retention rates so I think you're right in that the overarching uh kind of overarching thing that I'm is that the stickiness of these apps are still much much are pretty pretty in question the thing that we're showing is like how you build to your second point and I want to show another quick example of a dashboard to kind of make this point is how you actually build uh personal personalized apps these are apps for things that you use yourself right they're not you're not trying to build a business around them but you're able to do way more to be way better version of yourself because you have these personal apps that can do things right like this is uh another example of one of a dashboard that I like but again it is a personalized app it just happens to be the the kind of dashboard so this one is um Pitch deck into an interactive dashboard for uh investors right one prompt and we we'll show this so if you basically in the in a world past I am an investor I have seen a lot of pit decks I have always thought the best uh tweet around investor deck was Packy McCormack when he had the you know you have the by two where you have like I don't know like how you know lowc cost most efficient in the world and the the the startups that pitch in is the way up in the right-and quadrant and then it's like the most version of this and all the competitors are in like the bottom left corner yeah um all kind of the same yes they kind of look the same like there's some that really stand out but like so you have a pitch deck right so it's it's but what could you if you could build an interactive dashboard or interactive app for investors that would be so much better but why would you ever do that why would you ever say to a developer you what we'll do as a small Scrappy startup we'll actually build an app we'll actually build an interactive dashboard for investors to be able to navigate all of the stuff that we want to tell them so we can make sure that they invest in us well like the human cost to do that is just too much for me the scrappy startup why would I ever spend money on that well Bingo human C cost for this stuff is zero so now you start to do things that make a ton of sense that you never would have done in the past so here's the pitch deck what we're showing again for our listeners is is a Claud prompt and what has he done right he's he's uploaded to the pitch deck and then he's built a functional spec for the app that he wants investors to see as part of that pitch deck and on the right hand side you'll see Claude is actually rendering that and it's dope like look at it shows all of the kind of it has an Roi calculator to show their kind of USP it has the problem stated it has the solution the plan the market that they're going after this is just such an better way to actually this is a better way for any investor to get the information they need to decide whether

they want invest in not so again think about this why would I go to a conference in the future and have a born old born old ass deck right like why would I have why would have my deck an interactive dashboard or an app well so this is this is this was the point I was going to make if you look at this and if you're listening to the audio version I do recommend you go over hop over to YouTube and look at this on YouTube to to see what we're talking about because what it what this tells you Kieran is that all slide decks in the future are inputs to AI models not outputs to humans like you still need the packaging of the data and the thoughts but you're going to do it to basically build a web app not to actually say like oh the this these this set of slides is my final product no no no that's the input to get a better final product right like I that that's mind-blowing people like that will take a decade or more for people to get their head around right yeah I think why again apps become content right like in a lot of cases an app these kind of interactive apps are a better way to consume that information but you just never would have done that before because the build an app takes a lot of work now you can create like remember the time the infographic was like the most the the thing that really worked on in content marketing like everyone loved the infographics I think these interactive content pieces are going to be so easier to easy to do that they're going to become much more of a staple of how people do content and you can do really creative things now with content because you can build these little micro apps to actually release to your consumers and all you have to be able to do is have a good idea have some really great data have a good prompt and be able to just bring that to life in really creative ways this actually brings the whole contact record problem it fixes it right like so when you sell CRM you have a contact record on everyone and you have that data and the best way to sell a CRM is to show people that contact record and action show them the information you have about them and then they can be like oh I could have all this information for my customers too like you could now on a contact per contact basis build a a personalized web app dashboard that shows all that and shows like oh if we had this other information you could you know improve your conversion rates of your emails or you could you could increase your sales close rates and like that is Bonkers there's some Wild Things you can actually have you're right actually that's the other thing I had actually solve this problem couldn't you just have a person like everyone should actually have a personalized analytical dashboard tool like why would I need to have a one to many kind of analytical dashboard tool when I can just I I only all I need is like upload the data into CLA and build my own dashboard build my own correct you know person so like why would you need any of these analytical tools well what analytical analytics tools turn into Kieran is def like is the actual like data management data hygiene side of it like correct definition ETL like all the things you need to know that like I have the right data and I know what the data is but once you have that AI is going to be a far better reporting tool I can tell you and you can analytics would you wouldn't you say then the Analytics tool of the future is just the the the the the llm sitting on top of the DAT like good data hygiene database and then a and then a fine-tune LM on top of that to build you whatever dashboard and Report you want there's also probably a middle layer which is the way to basically transform the data into the best format for the llm depending on what you want to do yeah so it's all the backend work but the front end work should just be because how how much time is lost from people trying to build different cuts of data oh pass dat I bet the average at least the average technology company spends to 10% of their revenue on this what what we're saying is it used the we used to think the hard problem was visualization of the data analis data and that's actually not the case anymore it's

do you have the data is the data clean and accessible and and are you smart enough to ask the smart questions of to the data to get the right insights right like those are the things that are actually going to matter I have a lot of ideas now I have too many ideas this the problem my bra like my brain hurts the contact record thing is the contact record is wild we should probably talk about that offline we definitely should talk about so know what we're going to talk about tomorrow yeah yeah um all right all right I do I do have some more dashboard examples do you want me to show a few more dashboard examples so people people kind of know what's up here I found this to be a really good thread of some good good dashboards so shout out to we're not going to say his name right Sai rul for for putting this thread together so we we talked about an earnings dashboard that was first example fine you just shared the research paper example um this is probably one of the biggest examples that we've seen so far which is Ethan mollik who is a Wharton Professor who basically had claw take this Excel to reverse an income statement and make it a dashboard so they took like basically an Excel of an income statement and made an interactive dashboard of that income statement like I'm sorry if you're like a CEO or you're running a small business that's pretty freaking transformational no yeah it's huge this would get i i i this give me a great like maybe this is like related to the first dashboard you sent but I I I definitely want to build versions of this for public companies and their earnings calls I think there's probably a way where you take the earnings calls of public companies Plus customer reviews plus employee sentiment on the CEO and bring that together to make a dashboard that would basically that I think would probably outperform most index funds oh that is a good one actually I'm going to actually taking my idea he's writing it down right now no this is our idea we can do this in the sh these are good there's too many ideas K but I think I'm going to have to just like I don't know like what am I going to do here we need more days in the week I've got a whole like this comment about about Nanny Kieran yeah okay fix that problem this is a good one actually earnings call G2 glass uh glass door yeah you take earnings call earnings transcripts plus like C you know the quarterly earning actual statements in docs Plus customer reviews Plus Glass to build us want to come on the show how about that like um oh yeah if somebody wants to build this bu come on the show and actually there's there's probably a startup here as well so you make it some investment a few other examples is just general like Excel sheet to dashboard of any kind you know I think there are people out there who are really great in Excel but they're they have a hard time of like they don't have any actual web development skills like you were we kind of started the show off and now it's like cool if you're good in Excel you can make a web app of basically an Excel sheet with Claude which is pretty sweet a lot of this is finance dashboard use cases shareholder use cases this is actually pretty cool it's basically helping you pick an Airbnb by taking all of the data about all these different airbnbs and your criteria and creating a dashboard to help you decide I saw what Airbnb you should pick which I think is probably the most fun example of Claude dashboards I think we are just in the early day days of claw dashboards though like we're going to see these be made for so many different things but we're seeing kind of the early adopter use cases now which is basically oh we're going to build something lightweight off of publicly available data yeah that one is so wild because it's they built like a mini aggregator on top of an aggregator right like their dashboard was basically aggregation of Airbnb data so you could actually figure out which one you want to choose but again it's a lightweight AG you know aggregation app well like it's uh it's just wild it comes back to like one of the points that you've been making through the show is that like we are

moving to a highly highly personalized internet and that is both good for a lot of reasons and bad for a lot of reasons but if you don't think that you can now have just personal web apps to everything you're trying to do and accomplish you can and like that is a wild mindblowing idea that like even a couple years ago like you and I would have laughed at we would have been like yeah that's cool like yeah I'd love to have a web app for everything but it's just I I don't have aund million dolls to go have an army of developers build stuff at my whim and now it's like cool I got some basic data trying to figure out which Airbnb I want to go to I'm just going to upload stuff to this llm and in like minutes have like a web app to help me make a make a decision on where I'm going to spin my holiday yeah I do wonder if like when you have Claud Enterprise how good it is at BB bdb use cases like upload in your contacts and being able to figure out which ones are good fit which ones are high intent based upon parameters you set it I mean I think Enterprise don't you think yeah yeah that's one of the action items from this show actually I will take a note of that yeah we do actually we're we're actually uh we're on boarding them at the moment actually I mean the writing use cases of of Claude for marketing and sales are pretty obvious uh Kieran has done some awesome awesome stuff coming on a future show I'm convincing him to release some of it to you all because it is A++ quality uh this is the first time the capital list to me is like I don't know I'm going to give this away for free I was like you got to at least give the people some of magic I'll update you cuz I'm a hubot through through I actually been working Dar I think Dar m is going to build it into uh his I've been talking to him about it I think he's going to build it into um his app so I'm giving it I'm giving it to darash because hey man I want the people to have it so maybe we'll be able to get it to the people live here to the people all right that that that's coming up on on a future show anything else on Claude sonnets Karen I actually think this is one of the more important show we have done 's a ton I think we should do a series of these CU there's writing styles there's a there's a bunch that I actually we I have taken notes of so I think this is a good first version but we're going to come back and do some very marketing specific type of dashboard examples but we what we wanted to do today was take do a show of like here's the technology here's what's possible here's what some early examples what people are doing and then we'll come back with other like very granular examples of like how we're using this in our marketing how you could potentially use it in your marketing and share some examples like I said I'm going to play around with some tomorrow and get kieran's feedback on some ideas that I got boom all right all right this is this has been fun man uh it's been it's been far too long I'm glad that we we were able to to hop on and do the show today thanks everybody for listening and we'll see you real soon I'm marking it screen this data is wrong every freaking time have you heard of HubSpot HubSpot is a CRM platform where everything is fully integrated well I can see the client's whole history calls support tickets emails and here's a task from days ago I totally missed H spot grow better