



SHORTCUTS TO ACTIONABLE INSIGHT WITH ADVANCED ANALYTICS

The Intelligent Way to Wrangle Difficult Data and Drive Next-level Outcomes

SPEAKERS



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A person wearing a red and blue plaid shirt is seated at a wooden desk, gesturing with both hands as if in conversation. In the background, another person is visible, working on a laptop. On the desk in the foreground, there is a laptop displaying a dashboard with various charts and graphs, an open notebook, and a black smartphone. A teal speech bubble is positioned above the person's hands.

Hey, what about...

HOW ARE YOU DOING?

87% 97%
60% 74%
44% 23%

HOW ARE YOU DOING?

87% employees disengaged at work

60% professionals dissatisfied with career development

44% time wasted with unsuccessful analysis

97% execs investing in big data + AI

74% organizations want to use predictive

23% of organizations actually using predictive

Predictive modeling?



NLP?



Logistic regression



Text analytics

Python? R?



MACHINE LEARNING

Computers learning from data and discovering subtle patterns

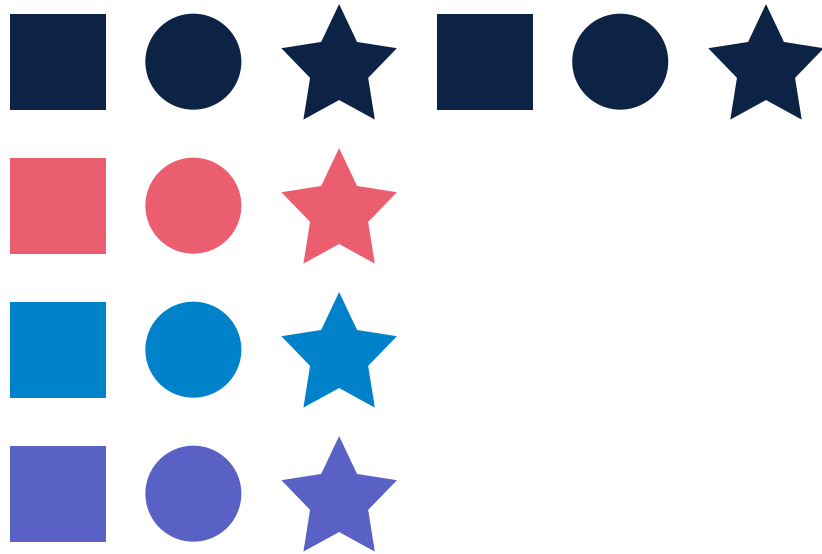
MODEL

A rulebook for recognizing these patterns

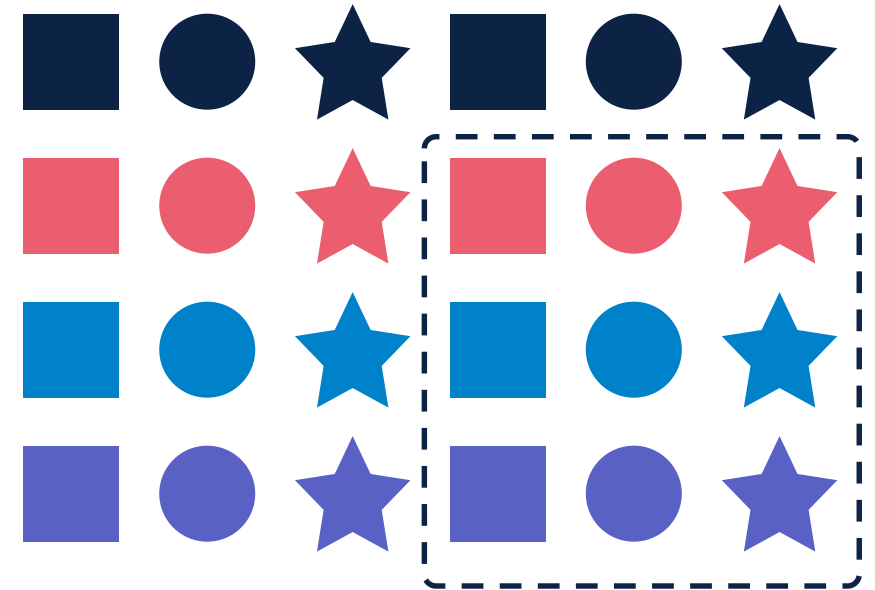
PREDICTIVE MODELING

Use patterns in past data to make guesses about future data

Identify patterns



Make predictions



TEXT MINING

Use patterns in old text to make guesses about new text

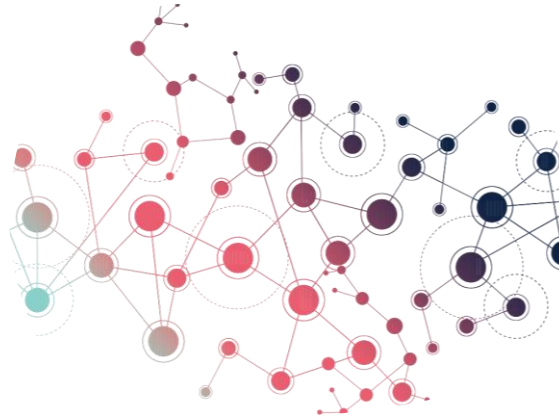
Learn from sample text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit.



Natural language model

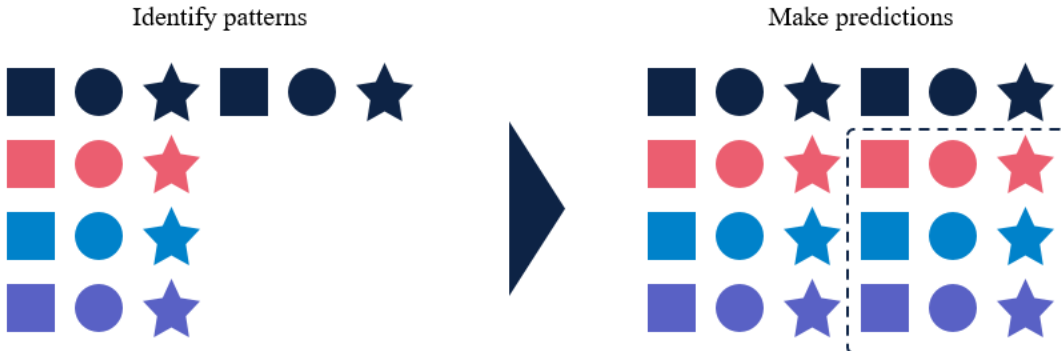
Recognize meaning of new text

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

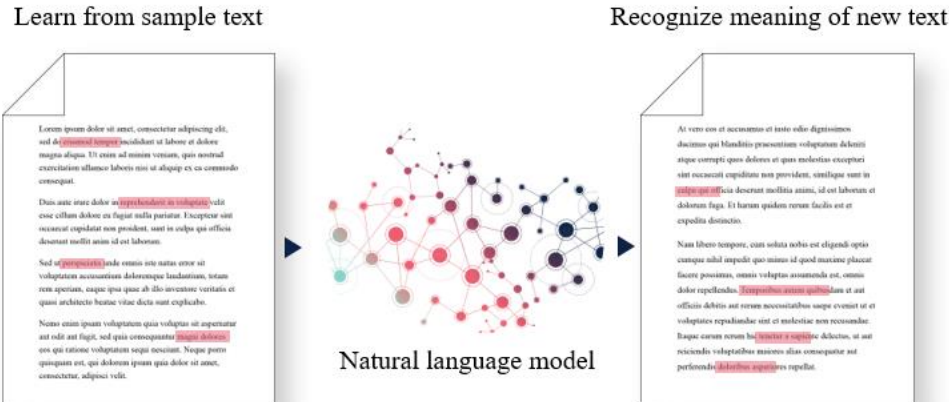
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TEXT MINING

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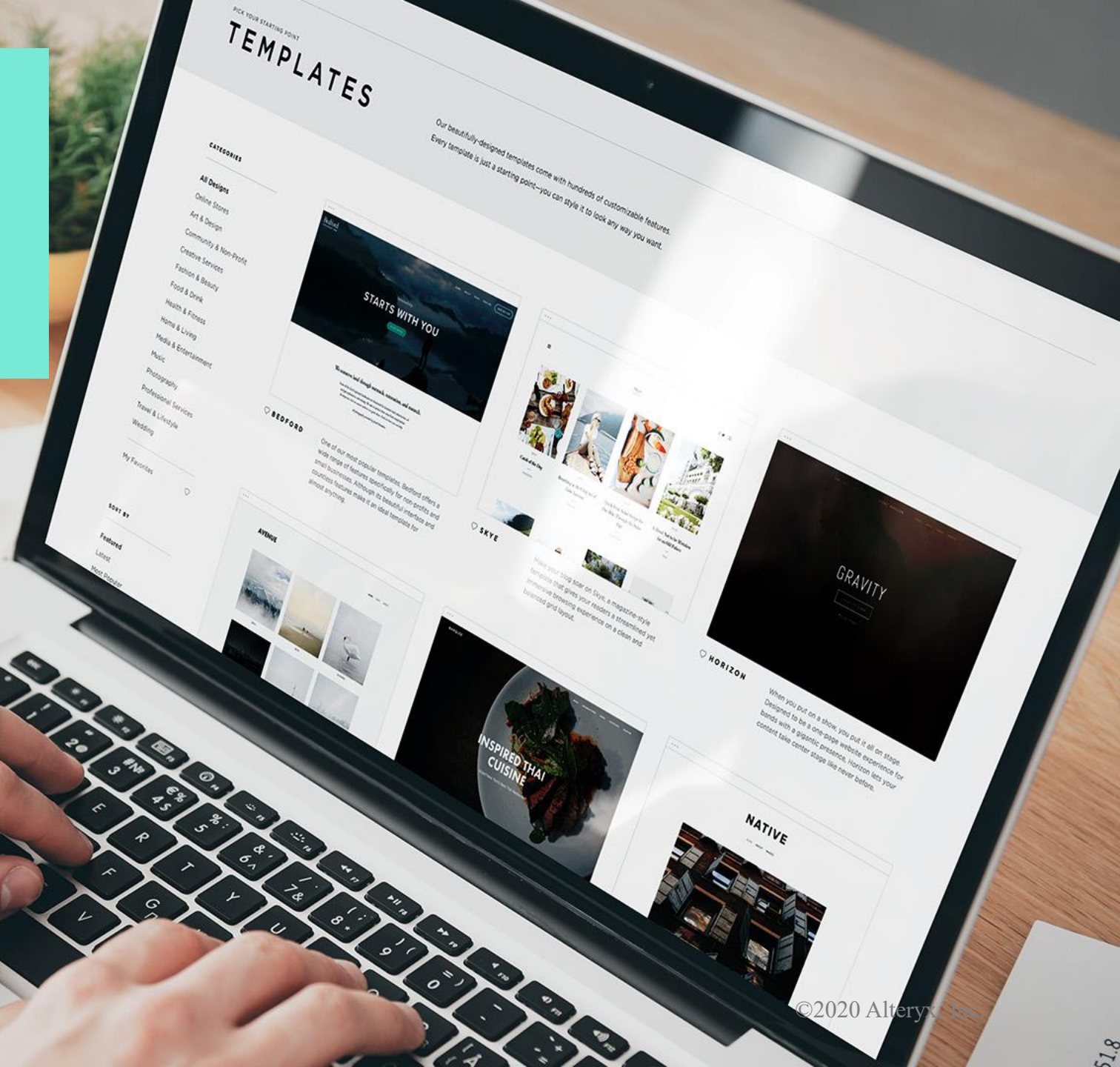


OLD-SCHOOL WEB DEVELOPMENT

- Expensive!
- 100% code
- No automation
- Everything built custom
- Special + diverse skillset required

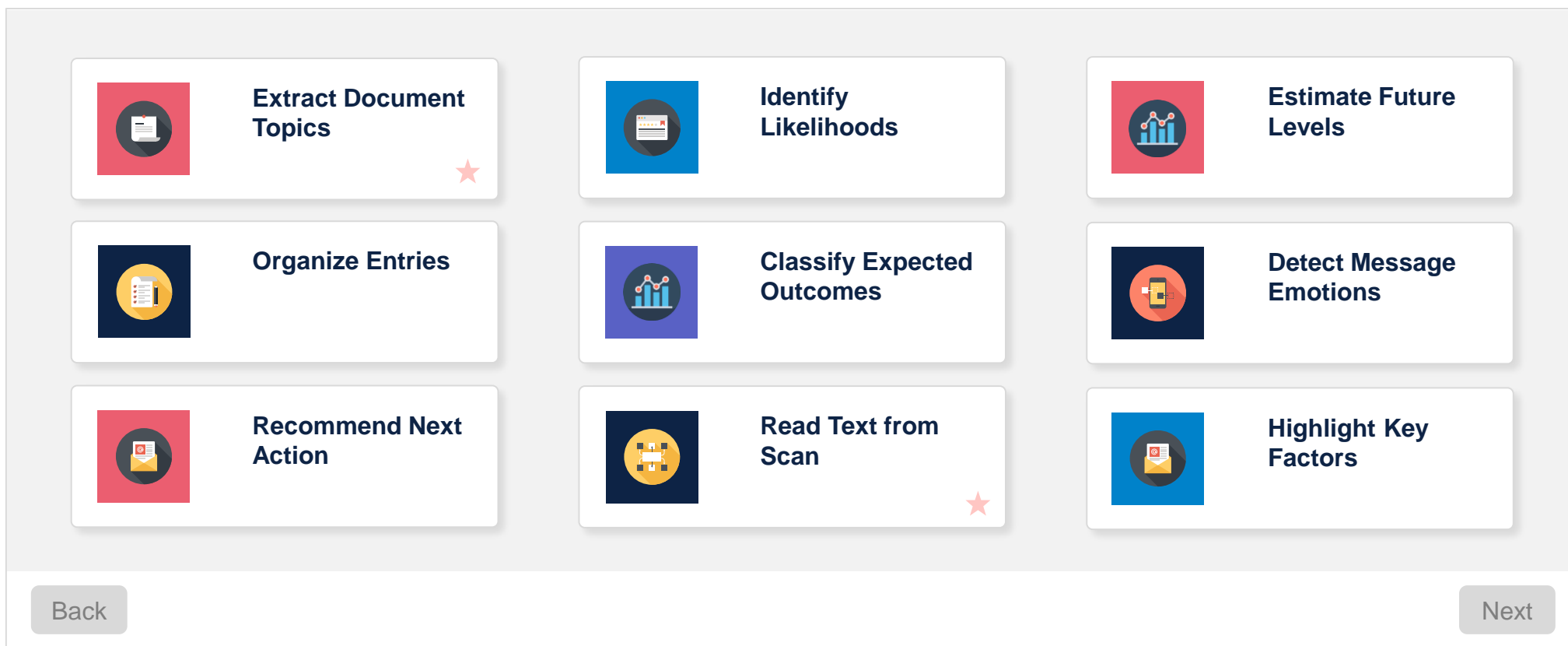
MODERN WEB DEVELOPMENT

- Economical
- Code-free + code-friendly
- Automate the technical details
- Nearly anybody can build a website!
- Lots of pre-built templates to choose from



AUGMENTED ANALYTICS

The use of enabling technologies such as machine learning and AI to assist with data preparation, insight generation and insight explanation to augment how people explore and analyze data.



THE RISE OF THE CITIZEN

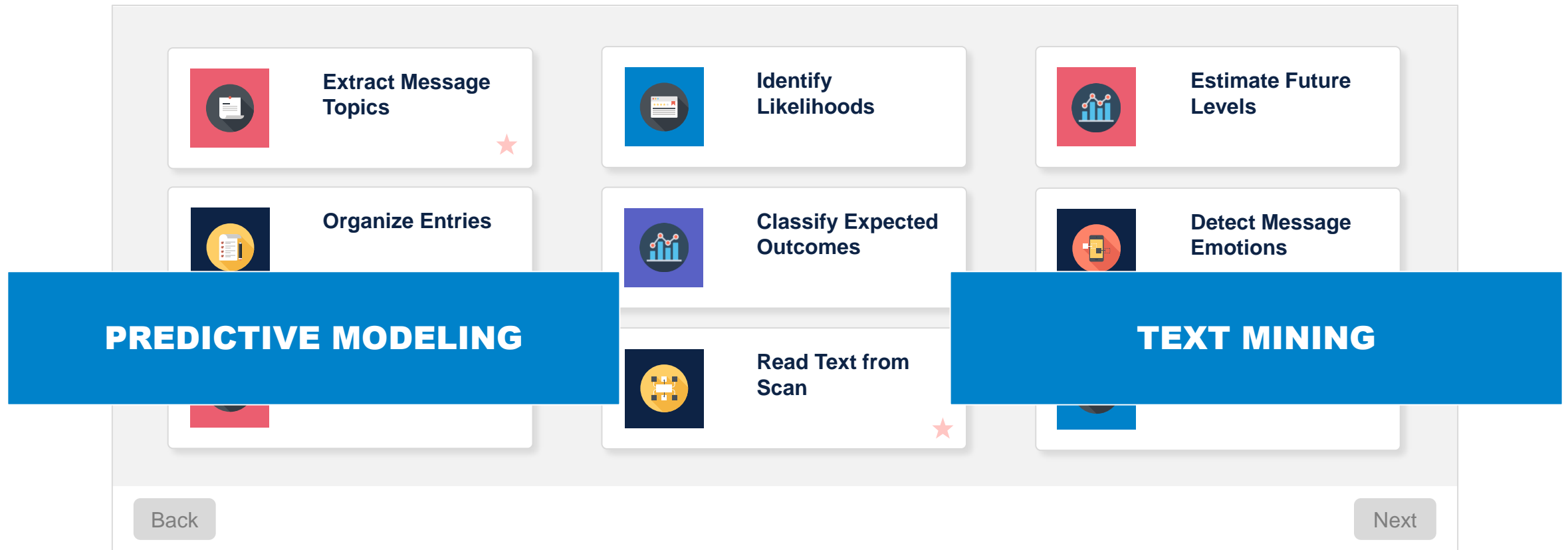
The background image shows two women in a professional setting, likely a data center or office at night. One woman with long blonde hair is in the upper right, looking intently at a screen. Another woman with dark hair is in the lower left, also looking at a screen. The lighting is focused on the subjects, with the background being dark and slightly blurred.

CITIZEN DATA SCIENTIST (N.)

A businessperson who aspires to use data science techniques such as machine learning to discover new insights and create predictive models to improve business outcomes

AUGMENTED ANALYTICS

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PREDICTIVE = INSIGHTS ON THE FUTURE

WHAT YOU CAN DO

MARKETING



- Predict lead propensity to convert
- Predict customer loyalty card usage
- Predict responders by campaign/channel
- Identify factors that influence conversion

FINANCIAL SERVICES



- Predict insurance claims
- Predict fraudulent transactions
- Identify factors that influence default

OPERATIONS



- Predict transit times
- Predict future expenditure for a given category (e.g., fuel)
- Identify factors that influence expenses, transit times, + more

HUMAN RESOURCES



- Predict employee turnover
- Identify factors that influence employee turnover + performance

TEXT MINING = HUMAN INSIGHT

WHAT YOU CAN DO

MARKETING



- Track competitive intelligence
- Identify trends in market segments
- Manage brand image on social media
- Identify behavioral / psychographic customer segments

FINANCIAL SERVICES



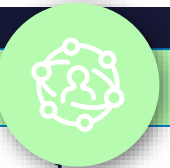
- Detect sentiment of customer interactions
- Extract themes from claims adjuster notes
- Identify latent themes in insurance claims data

SALES



- Identify latent reasons behind customer loyalty
- Turn customer comments into upsell opportunities

HUMAN RESOURCES



- Understand employee sentiments around unmet needs
- Discover emerging concerns that may shape corporate policies

KEYS TO AUGMENTED ANALYTICS SUCCESS

DESIGNED FOR YOU

- ☐ Clear steps to follow
- ☐ Best practices built in
- ☐ Just-in-time learning tools
- ☐ User-friendly configurations
- ☐ Plain language interfaces for quick comprehension
- ☐ Streamlined on critical path to filter out complications

BIG IMPACTS, FAST

- ☐ Make predictions
 - ☐ Smart defaults
 - ☐ Models in minutes
 - ☐ Automated recommendations
- ☐ Analyze text
 - ☐ Topic modeling
 - ☐ Sentiment analysis
 - ☐ Extract from qualitative data sources

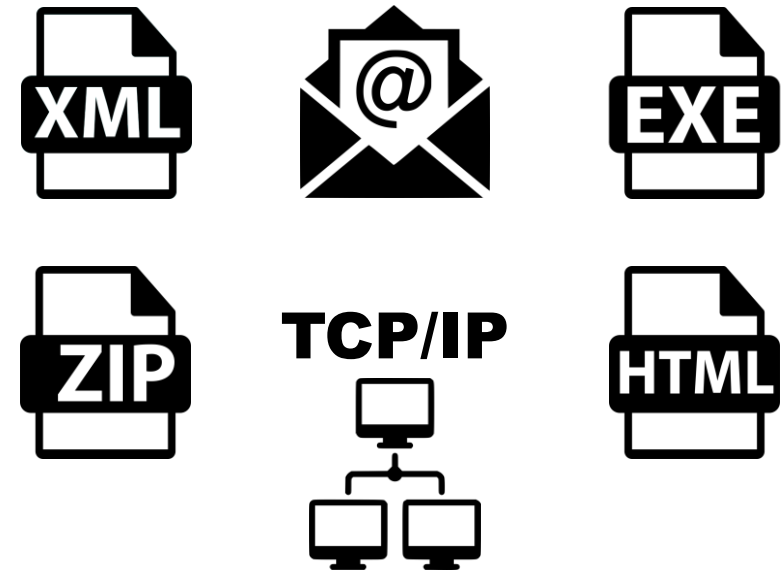


QUALITATIVE DATA

UNSTRUCTURED



SEMI-STRUCTURED



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SYSTEM OF RECORD

- ☐ Decision capture
- ☐ Self-documenting analytics
- ☐ Persisted and reusable data transformations
- ☐ Support standard modeling languages (R, Py)
- ☐ Independent pipeline elements for granular changes
- ☐ Model operationalization (manage, deploy, monitor)

INTELLIGENCE SUITE

EVOLVE YOUR SOLVING

UPSKILL YOURSELF



- Drag-and-drop machine learning
- Beginner + advanced modes
- Educational interface

DECODE TODAY



- Unlock semi-structured and unstructured data
- Quantify emotions, opinions, and attitudes

SHAPE TOMORROW



- Compare models visually
- Capture all modeling decisions
- Get predictions right away



WHAT CUSTOMERS CAN TELL US

How can we use the voice of our customers?

SENTIMENT ANALYSIS



Product Reviews



My HG sunscreen

Submitted 3 years ago

By Laura the Bunny

From New York, NY

This is one of the best sunscreen I've ever used, and believe me, I've used a lot of them because I have fair skin that burns easily. It's a zinc oxide and titanium dioxide sunscreen, so it doesn't sting your eyes, unlike avobenzone sunscreens, all of which I had to stop using on my face because the stinging made me miserable. It leaves a slight white cast when you first put it on, but it absorbs within five minutes and is completely invisible. I have oily skin that's somewhat prone to breakouts, but this sunscreen dries perfectly matte and has never made me break out at all. It also plays very nicely with makeup and doesn't pill like many other zinc oxide sunscreens I've used. The only slight con is that it's a wee bit heavy -- definitely heavier than Elta's UV Clear Broad Spectrum SPF 46. But this is far cheaper than the UV Clear, so I go with this instead. A definite winner!



Clear No White Film

Submitted 4 years ago

By Who Cares Who I Am

From SoCal

Due to the natural power of zinc oxide, this is the one sunscreen I can actually use on my sensitive skin! I purchased it because it is without those chemicals that cause my skin irritation and breakouts. It is NOT greasy, and when applied properly it does NOT leave a white film. It must be gently massaged into the face to absorb and a small amount is all that is needed. If it is not massaged in, then yes it will look white. I love this product because it is good for my sensitive skin and does its job. It absorbs and works fine under makeup. Sometimes I've actually forgot to put it on and then I apply it with a touch of foundation, over my foundation, to ensure I have the Broad Spectrum Coverage I need - it blends together easily with my foundation. It is not overly expensive. Using retinol and Vitamin C products, this is a MUST in my arsenal of skin care product regimen.

WHAT CUSTOMERS CAN TELL US






How can we personalize returning customers' experiences?

PREDICTIVE MODELING



Customer Profiles

Take a look at your skin report below

SKIN TYPE	SKIN CONCERNS	ENVIRONMENT
 Dry	 Sensitive	 Wrinkles
 Dry	 Stressful	

Based on your results, you have **dry sensitive** skin with **wrinkles**. The goal of your skin care regimen will be to strengthen your skin's natural barrier, reduce wrinkles, and keep your skin hydrated with products that deliver antioxidants, vitamins, and nutrients to your skin.


Shopping History

< My Bag Delivery Payment Confirmation

Your order

Standard Delivery (Change delivery method)
+ Debenhams PLC, NW1 3PG

Delivery within 5 working days

 Givenchy 'Live Irr sissible' eau de parfum	Size: 75ml	1	£80.00
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Edit your shopping bag

Earn 240 points for this order on your Debenhams Beauty Club Card

Your Points ID: *****3630 Remove

Select payment method

Pay with a Beauty Club card
You have £1.00 on your card to spend

Pay with a Gift card

Pay with a Credit, Debit or Store card

Do you have a promotional code?
Apply

1 Items
Standard Delivery £80.00
FREE

Total to pay £80.00

Place order and pay

By clicking the Place Order and Pay button, you are confirming that you have read, understood & accept our [Terms & Conditions](#). You are making a payment to Debenhams PLC, 10 Brock Street, Regent's Place, London NW1 3PG, United Kingdom.

THANK YOU!

Q&A