

How To Talk about A.I. to Non-Analysts

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Maritz Motivation Solutions

What does
Maritz do?

Maritz
Global Events

Conferences and
Incentive Travel

Maritz CX

Customer Experience
Survey Research

Maritz
Motivation Solutions

Loyalty Programs, Sales
Effectiveness, and
Employee Engagement

Why does this matter?
Couldn't we keep this to ourselves?

A.I. is too important.
Exclusion breeds contempt.
Don't be the mean girls in high school.

**“A.I. is the new electricity.
Just as electricity transformed
industry after industry 100 years
ago, I think A.I. will do the same.”**

- Andrew Ng, Computer Science Pioneer



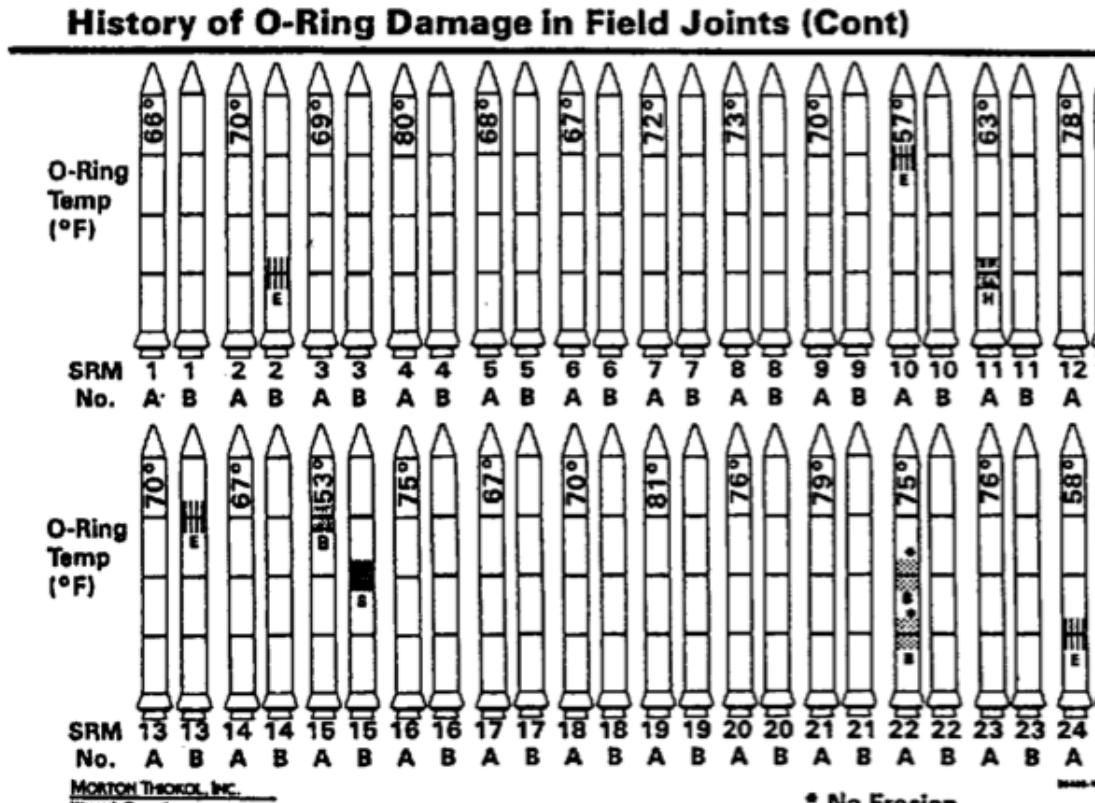
Today's Agenda

- Explain the stakes 
- Six Tips
- Five Do's and Five Don'ts

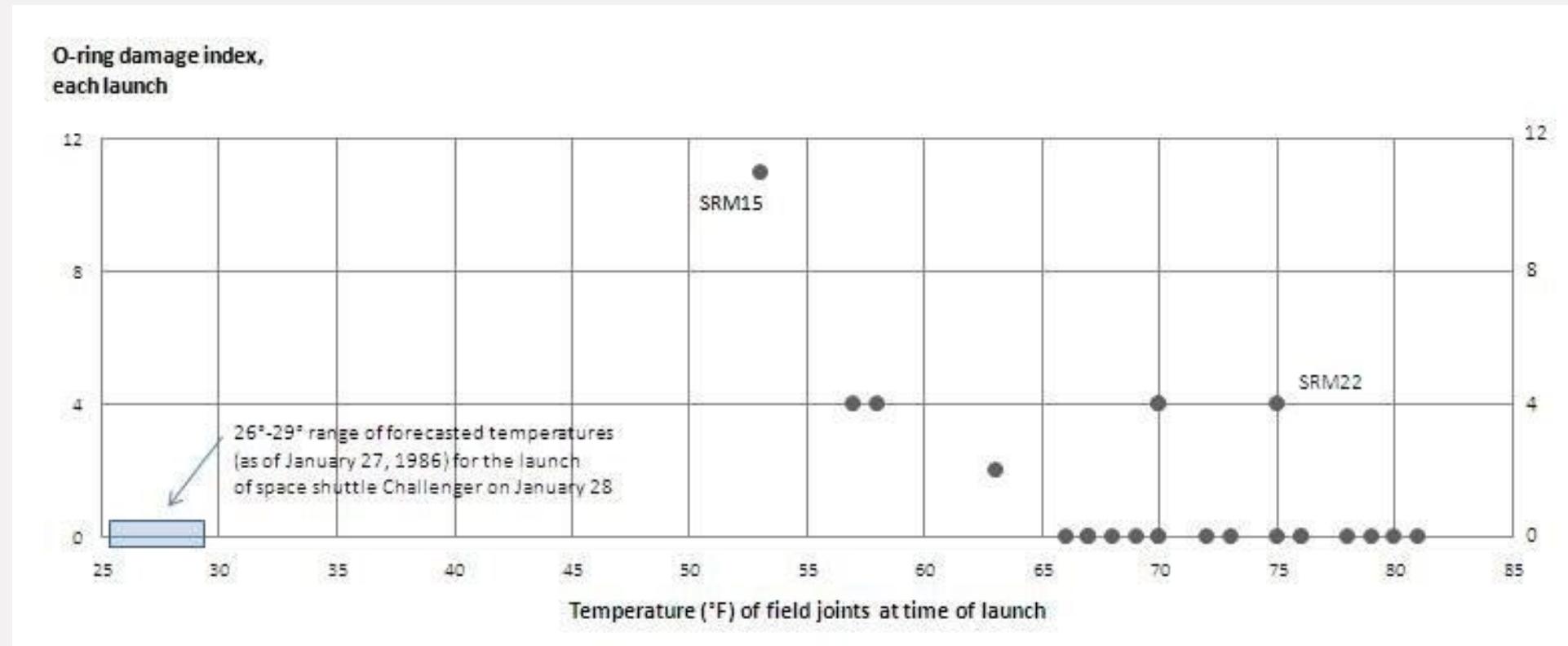
Tip #1

Gage the A.I. sophistication
level of your audience

Communication is Non-trivial



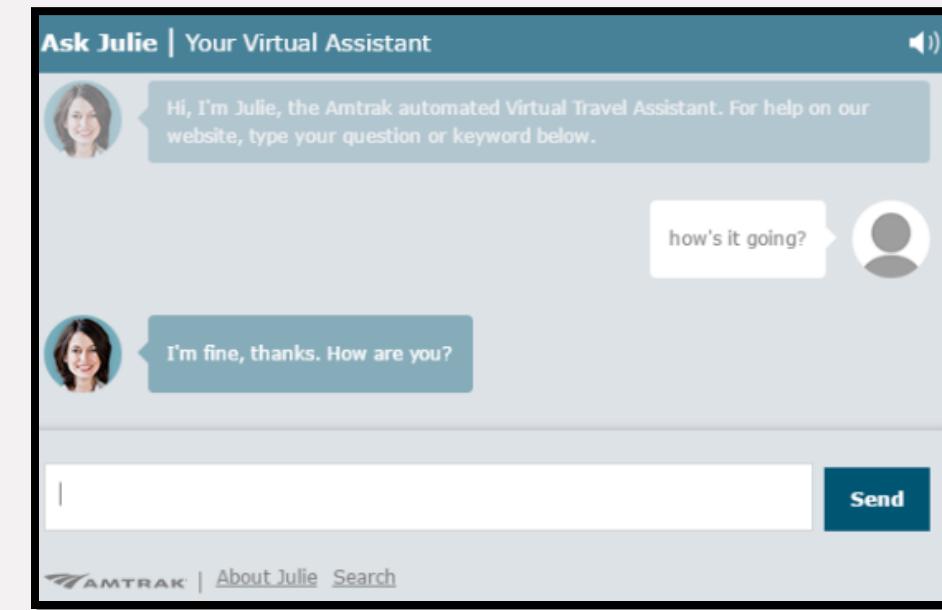
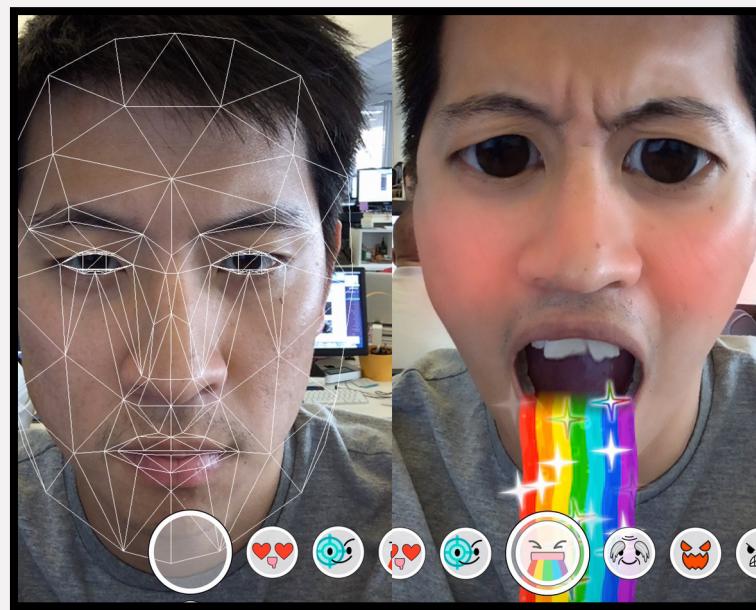
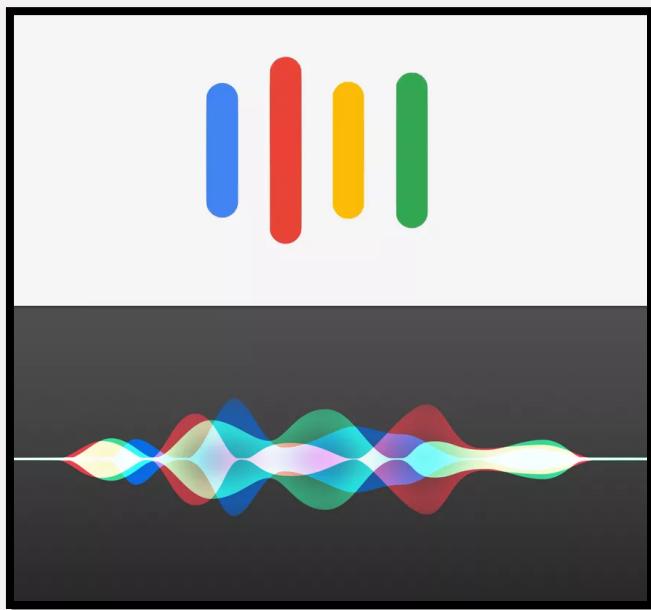
Communication is Non-trivial



Tip #2

Use tangible examples.
The human brain is wired for stories.

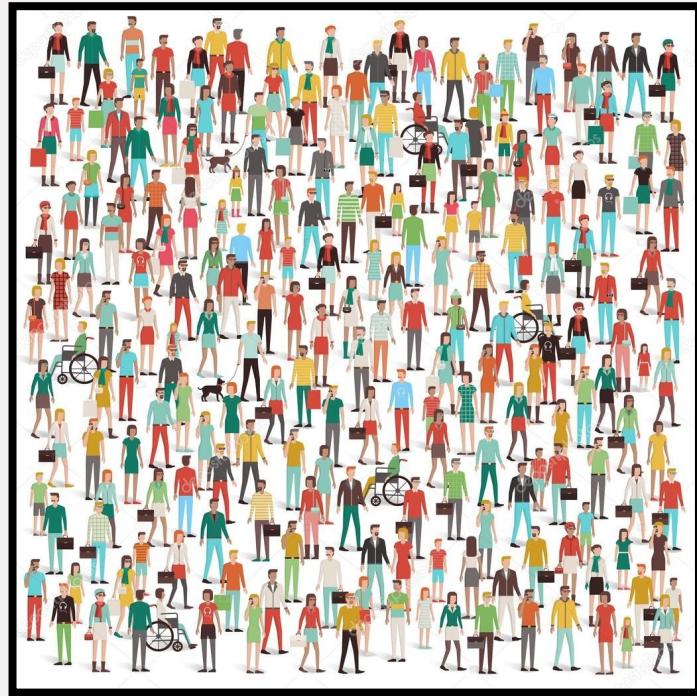
You're already using A.I.



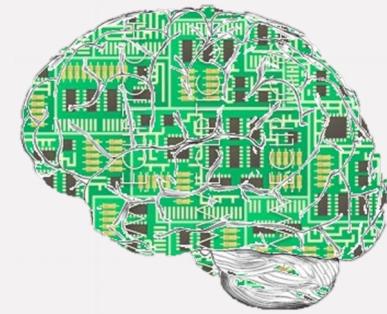
Tip #3

The future is scary,
the present is not.

Targeting using A.I. in auto industry



5 Million Program Members



Who will buy a car this year?

95.5%
Accuracy

Probability Range	No. of Participants
90-100%	1,848
80-89%	855
70-79%	996
60-69%	3,453
50-59%	10,026
40-49%	21,067
30-39%	38,077
20-29%	78,590
10-19%	256,634
9%	66,660
8%	69,719
7%	87,339
6%	124,268
5%	186,588
4%	278,998
3%	459,931
2%	976,121
1%	1,605,443
0%	1,126,638
TOTAL	5,393,251

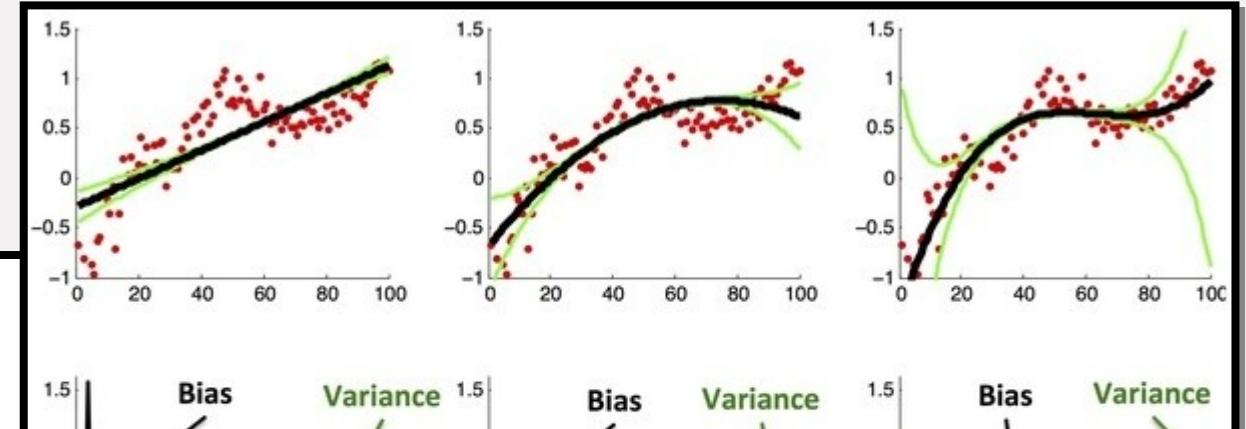
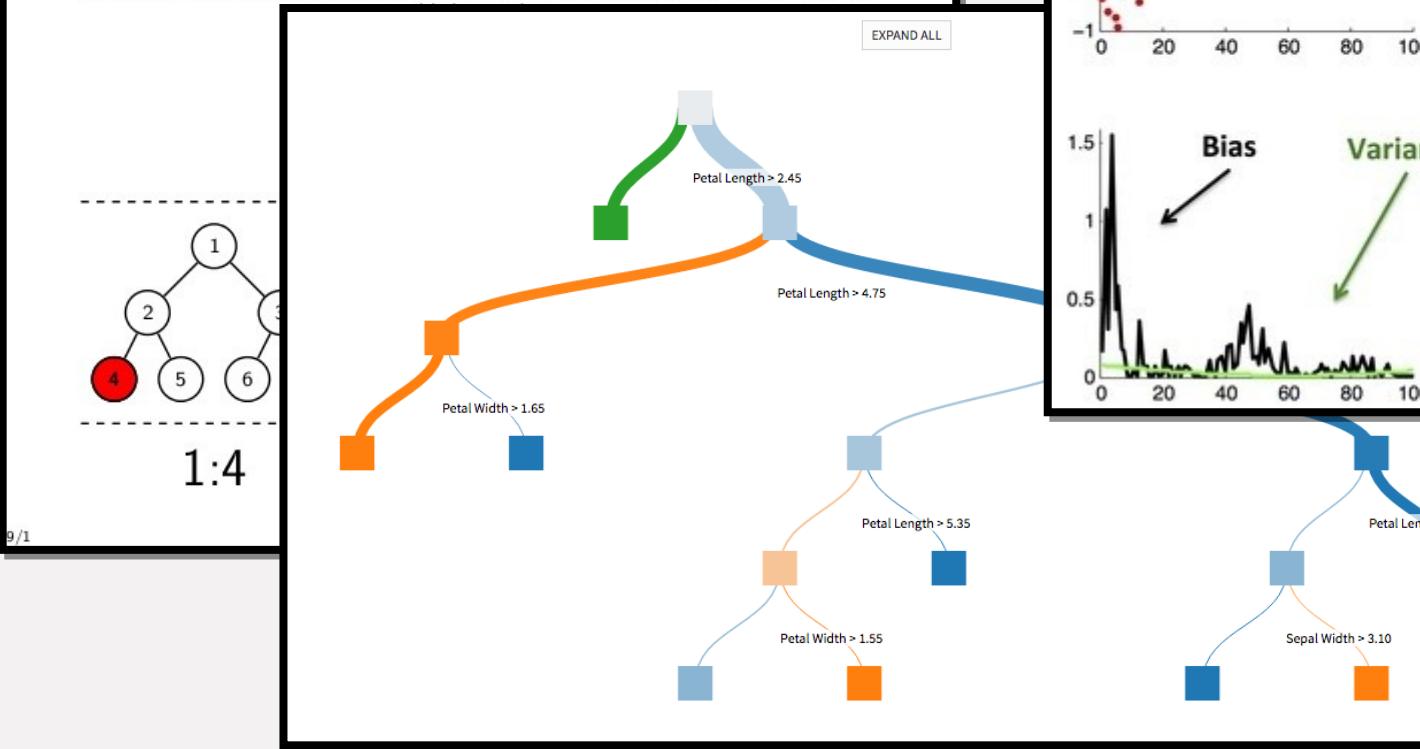
Tip #4

Focus on the use, not the
methodology.

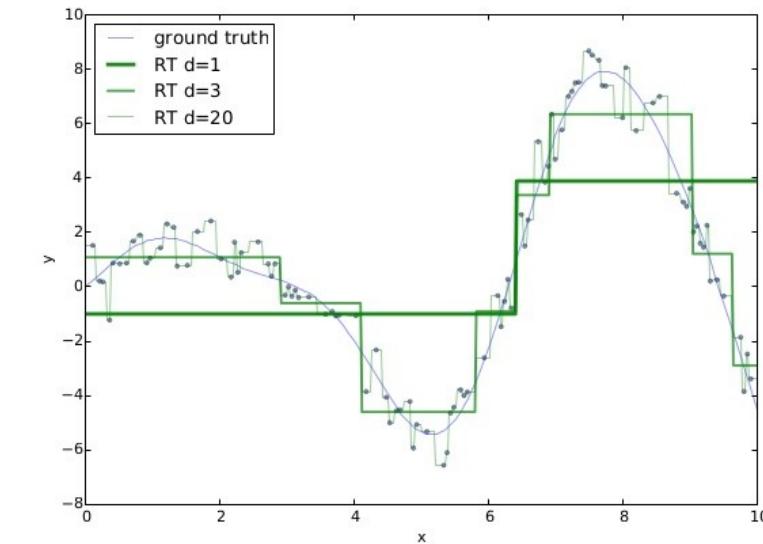
A Tale of Two Client Meetings

Gradient Boosting Decision Tree (GBDT)

Example: Assuming that we have already trained GBDT with 3 trees with depth 2. We feed an impression x into these trees. The first tree thinks x belong to node 4, the second node 7, and the third node 6. Then we generate the feature "1:4 2:7 3:6" for



Function approximation with Regression Trees



A Tale of Two Client Meetings



“The majority of
Kaggle winners
use XGBoost.”

Tip #5

Don't try to explain algorithms.

The Complexity Tradeoff

Basic Averages

“Last year our retention was 80%, so we expect 80% next year too.”

Linear Regression

“For every \$1k you spend on this campaign, retention rises by one percent”

Machine Learning

“The algorithm can predict with 99.6% accuracy who will leave the program”

Simple
Quick
Understandable

Complex
Thorough
Accurate

The Complexity Tradeoff

Error Rate



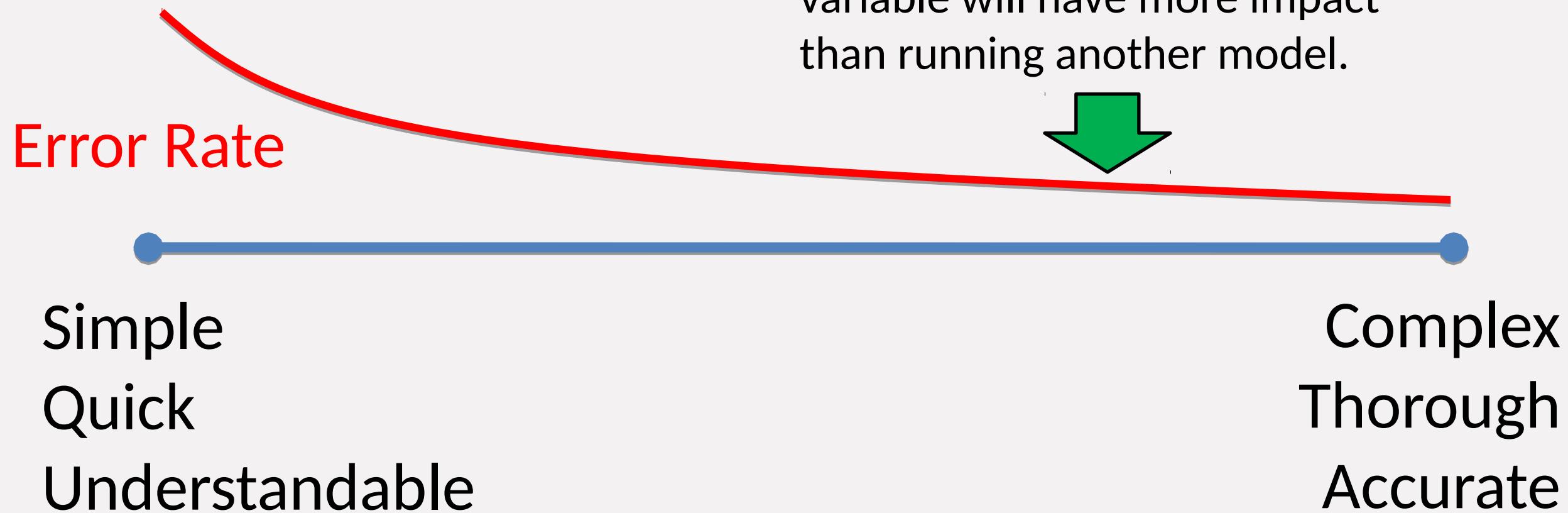
Simple
Quick
Understandable

Complex
Thorough
Accurate

Tip #6

Have a discussion about the
Complexity Tradeoff up front.

Bonus Tip!





Do's and Don'ts

DON'T:

Worry about A.I. vocabulary

DO:

Spark curiosity and
create more experts

DON'T:

Focus on Watson, Hal 9000,
Jarvis, or Commander Data

DO:

Give tangible, in-use-today
examples

experiments.withgoogle.com/ai

DON'T:

Shock and awe with
doomsday scenarios

DO:

Convey how quickly A.I. will
become commonplace

DON'T:

Assume everyone is
excited about A.I.

DO:

Present results and
promote your wins

DON'T:

Give people homework

DO:

Give people a version
they can tell their boss.



Thank You
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