CIO Leadership Forum
Zlatibor, Hotel Čigota

From Excel to Data Science world

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Outline

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SME companies – Excel, Analytics. Also intelligence?

Digital Transformation & Data Science.

Product offering & Recommendation.

Data Science/AI examples – for good & bad.

Small & Medium companies – Excel, Analytics.

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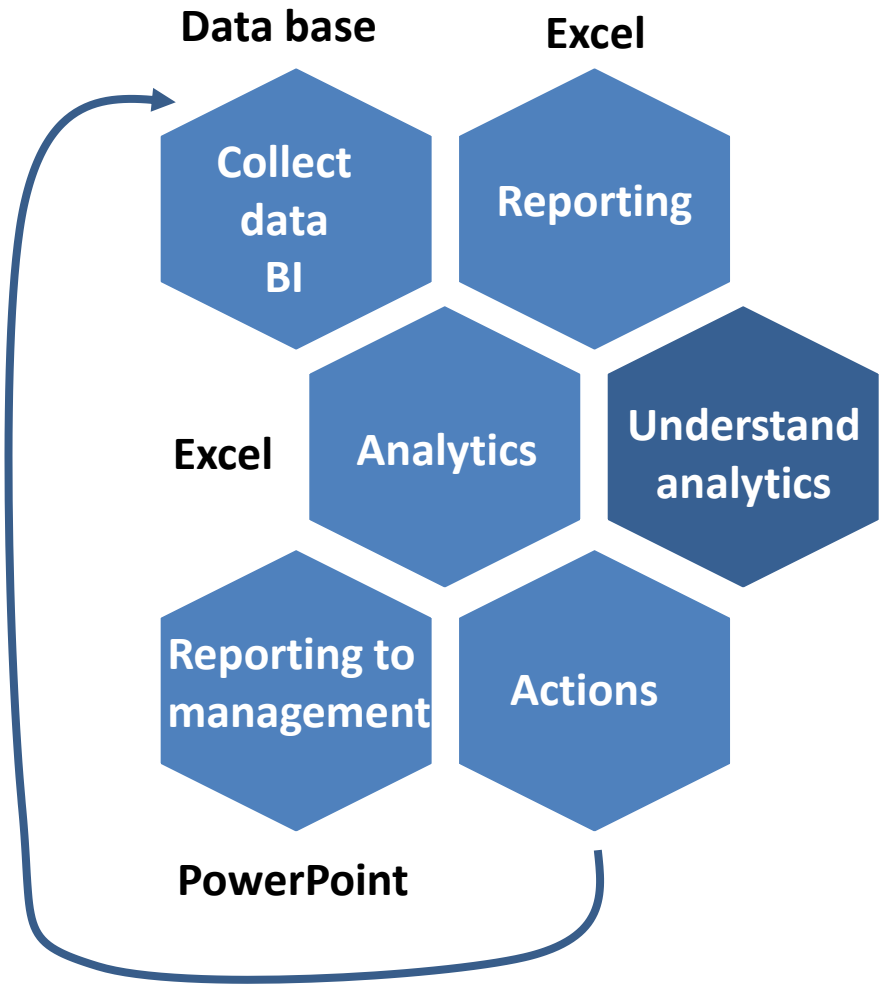

Is there intelligence?

Analysis – we have data!

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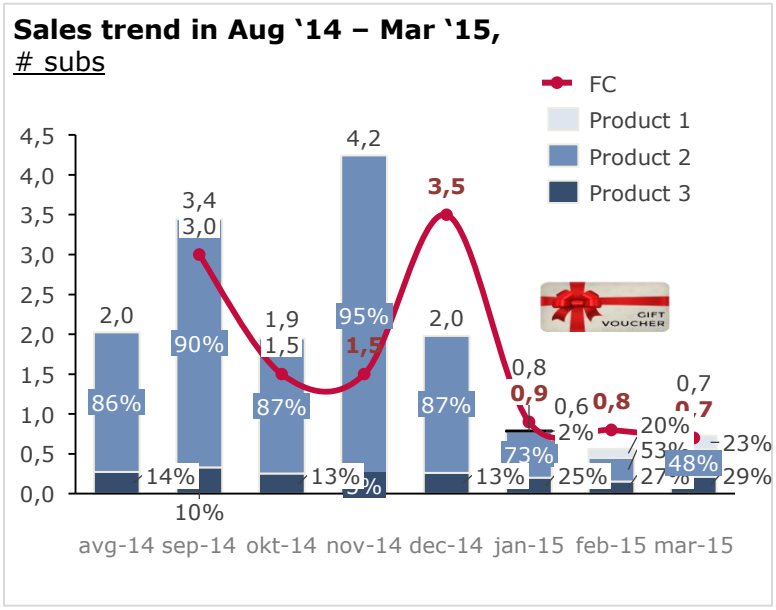

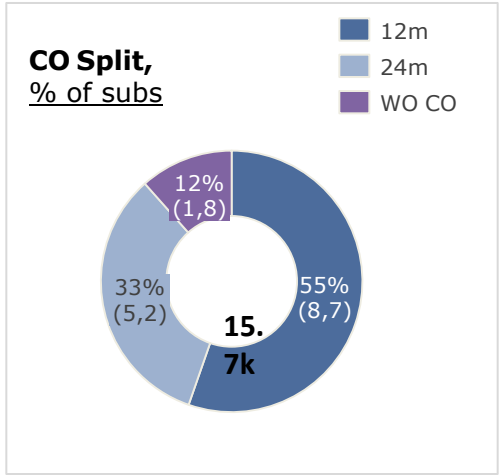

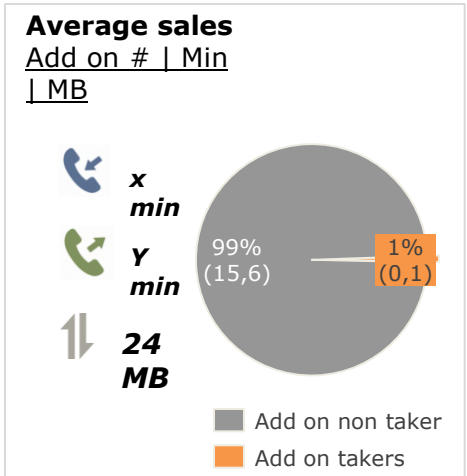

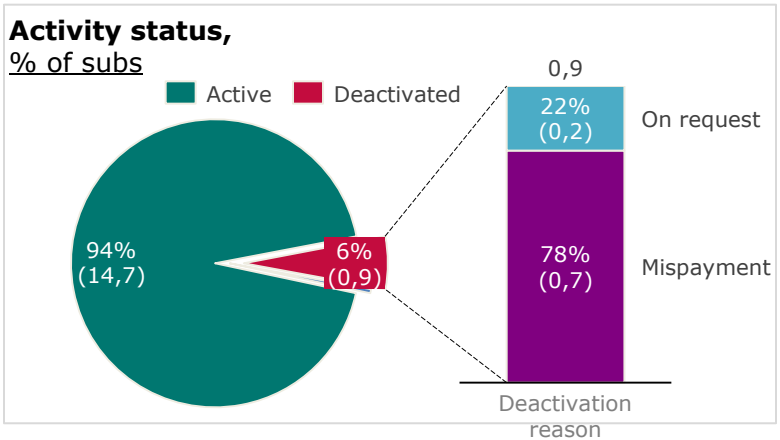

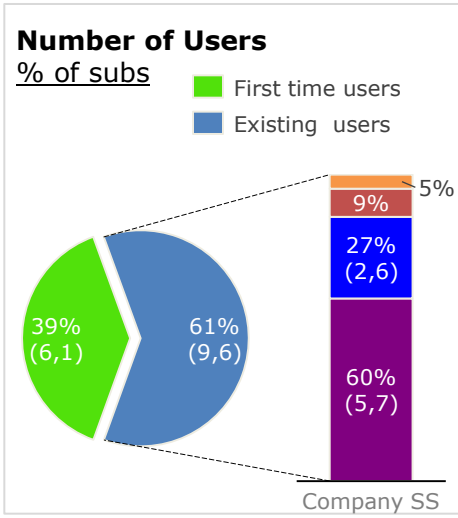

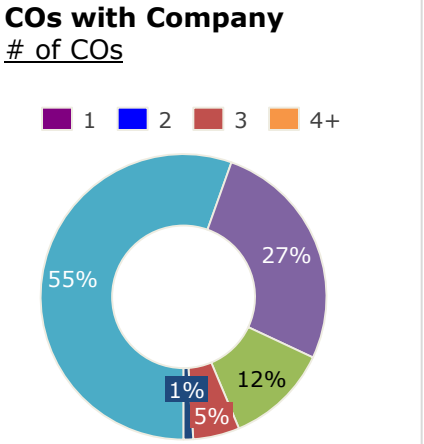

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Intelligence

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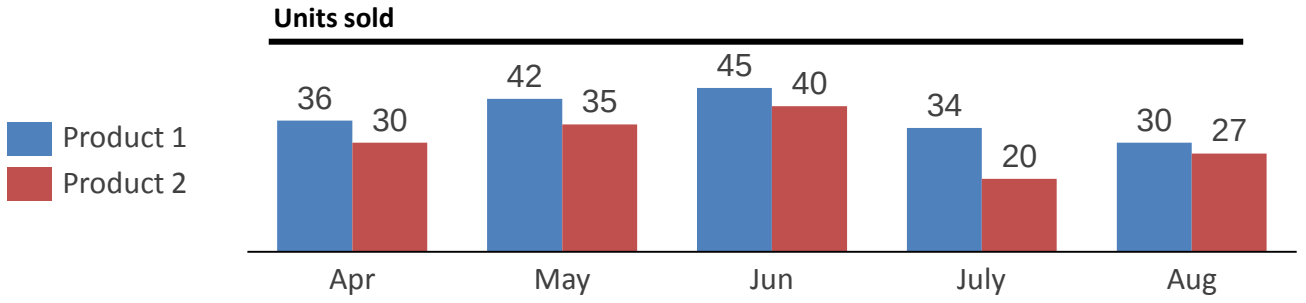
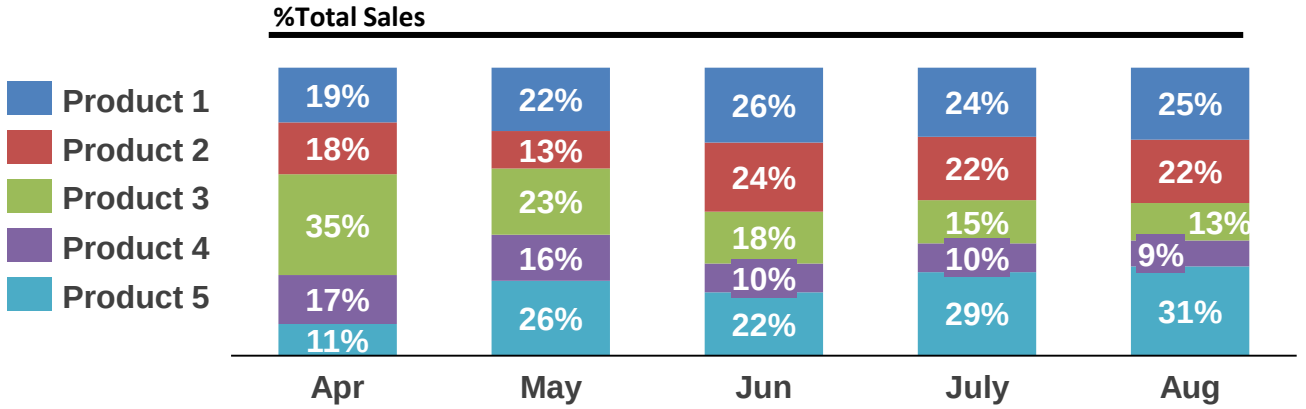
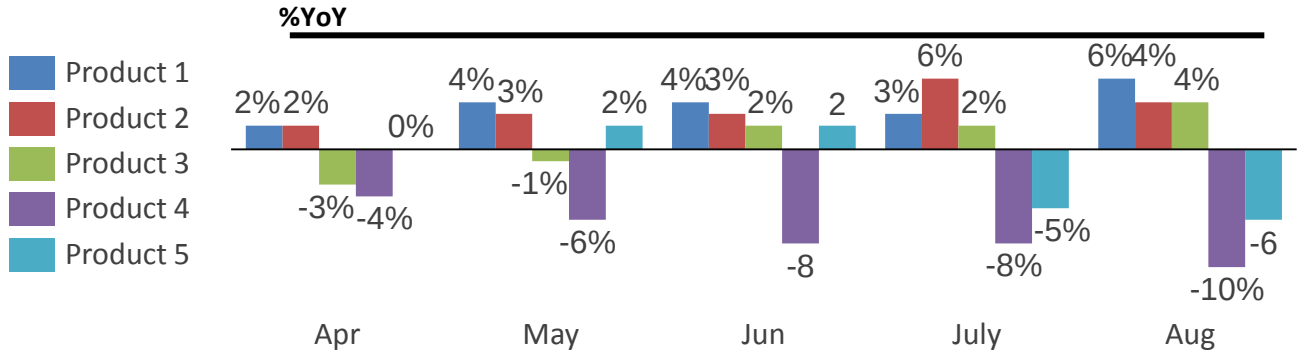


No insight



Some insight



Deeper insight

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Large companies – Advanced Analytics

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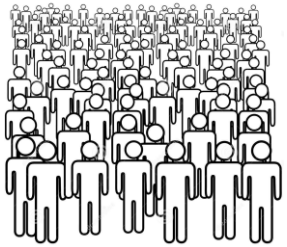
More customers



More data

Data Lake Cloud

Reporting

Analytics

„Python“
„R“ „SPSS“

Digital transformation

Automation

Mobile Apps

Digital marketing

Online sales

Intelligence

Advanced Analytics

Report to X-teams

Understand analytics

Report to Field Sales

Report to Managemet

Actions

Digital Transformation as a step forward.

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Advanced Analytics as Enabler: Product Offering - Recommendation algorithm

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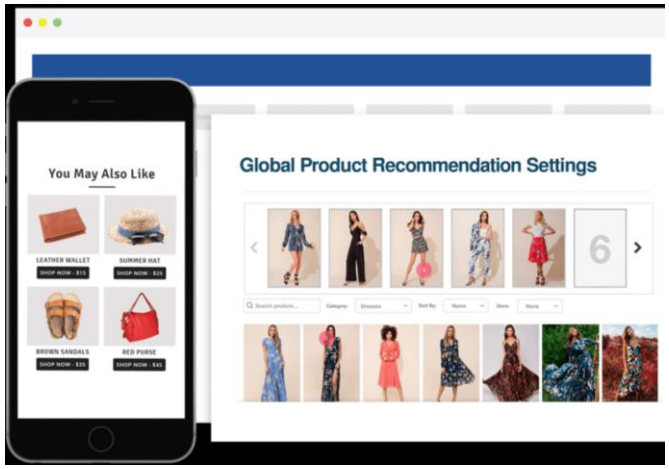
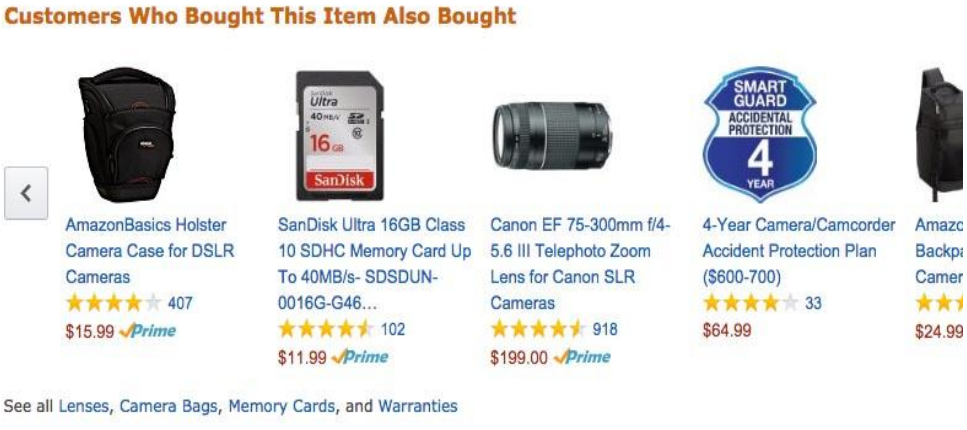
Collaborative filtering

- **User based**
- **Product based**





35% Amazon Sales are from Recommendation

http://rejoiner.com/resources/amazon-recommendations-secret-selling-online/

Advanced Analytics as Enabler:
Field Sales recommendation for B2B customers on click.

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Key Account Manager

CLM analysis

Recommendation to Account manager

Findings, Actions

Customer acceptance

Data base storage

Based on recommendation

Negotiation with clients

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Advanced Analytics as Enabler:
Churn prediction modeling: using ML in „R“.

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Pilot with Innovative companies

Vendor

- Detailed data sharing
- GDPR
- NDA
- Secure transfer
- Months in advance
- Partial base

Company

- New feature extraction
- More months in advance
- Full customer base

Telesales Renewal

Churn Modeling in „R“

Take 24months data on churn

Extract important features

Predictive model for Churn in next 3months

List of potential churners

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Fake news, fake pictures, videos.

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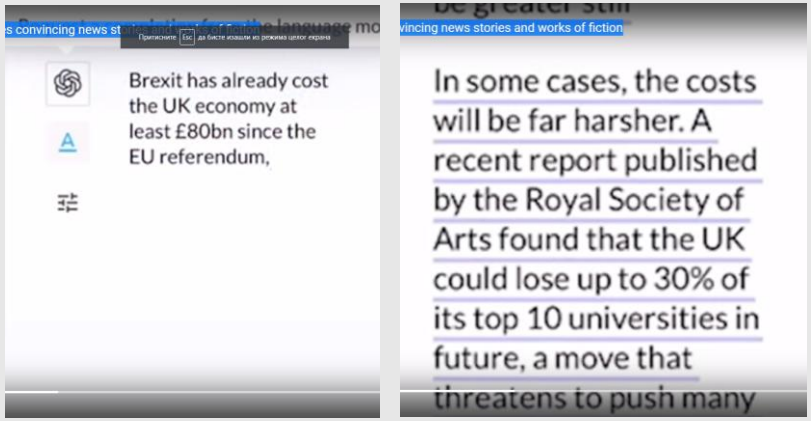
Humans can be convinced by synthetic text. Research from our research partners Sarah Kreps and Miles McCain at Cornell published in *Foreign Affairs* says people find GPT-2 synthetic text samples almost as convincing (72% in one cohort judged the articles to be credible) as real articles from the New York Times (83%)[2]

Detection isn't simple. In practice, we expect detectors to need to detect a significant fraction of generations with very few false positives. Our research suggests that current ML-based methods only achieve low to mid–90s accuracy, and that fine-tuning the language models decreases accuracy further.

https://openai.com/blog/gpt-2-6-month-follow-up/

https://youtu.be/XMJ8VxgUzTc



http://houstonthenerd.com/2019/02/04/deep-fakes-be-afraid-be-very-afraid/

Data & Science will assist you. But be open to explore it.

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Best practise sharing

Right products @ Right time

Sell knowledge

Attend conferences

How can we make customer loyal?

How can we earn money?

Increase Sales

Open source Python & R

Self Learning

Data lake

Qony – Best protection from mobile phone radiation

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