

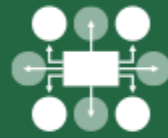


AUTOMATION, MACHINE LEARNING AND AI

RANZ, 14 September 2017

Auckland

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Automation



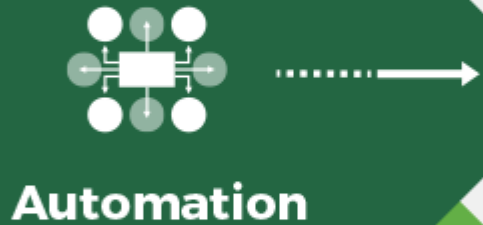
Machine Learning



Artificial Intelligence



Automation



- Follows a standardised process with little flexibility
- Improves processes; consistency, speed, cost-effectiveness
- Helps error reduction, increases productivity, reduces processing time

Machine learning



Machine
Learning



- Learns with each interaction: knowledge applied over time
- Eventually, machine helps to generate insight, not just provide data
- MR examples: Text analytics, first pass database creation

AI Artificial Intelligence



Artificial
Intelligence

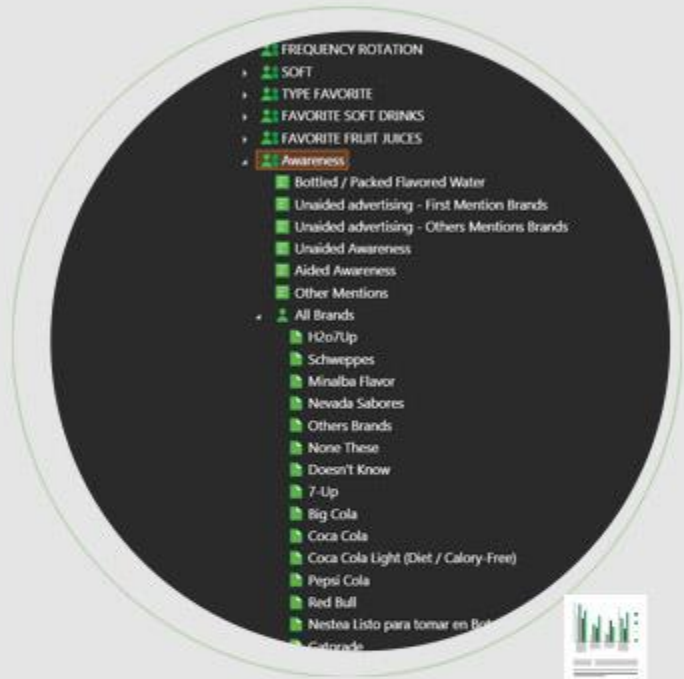
- Many different definitions even among experts
 - Could someone please write an AI algorithm to create a definition?
- Simulation of human intelligence processes by machines
- GO competition Korean Grandmaster Lee Sedol vs. Google's AlphaGo
- IBM Watson (see example later)



Let's look at some examples in
more detail ...

... *beyond* basic survey scripting,
Excel and PPT automation!

First pass database creation



Automatic Data Shaping

Machine learning means faster turnaround, higher quality and more time to be curious



Text analytics

- Analyses open ended comments via automation and machine learning (with some human input)
- Automatically categorises comments into themes and sub-themes
- Rates comments into sentiment scores and/or emotions
- Integrates with other data



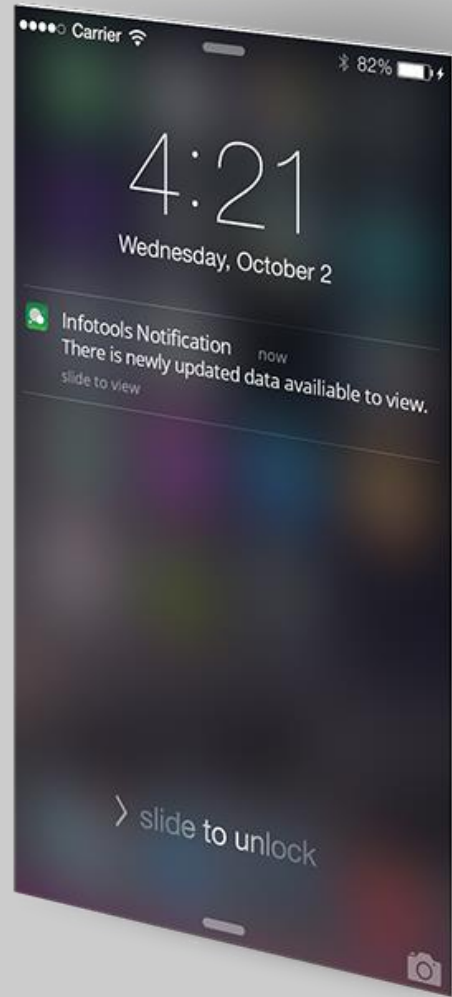
Alert Notifications

to your mobile, from this...

The screenshot shows a mobile application interface for setting alert notifications. The title is "HL-Drinks I Really Enjoy by Month". On the left is a list of categories, with "CSp Net" selected. The main area is divided into a "Value Setting" column and a "Summary" column. The "Value Setting" column displays a "Current Value" of 65% relative to a "Ref. (Total)". Below this, there is a checkbox for "Tell me when there is significant change" which is checked. A target range is shown with a slider from 30 to 55, and the current value of 65% is marked on the slider. At the bottom of the settings area are "Confirm" and "Cancel" buttons. The interface includes a share icon in the top right and an edit icon in the bottom right.

Group	Group	Value Setting	Summary
HL-Drinks Enjoy	Total	Current Value 65% Ref. (Total)	
Total	CSp Net	<input checked="" type="checkbox"/> Tell me when there is significant change	
CSp Regular	Feb-15	Tell me when target is met	
CSp Light	Mar-15	30 55 65%	
Juice RTD Net		Confirm Cancel	
Juice/Nectar RTD Net			

...to this



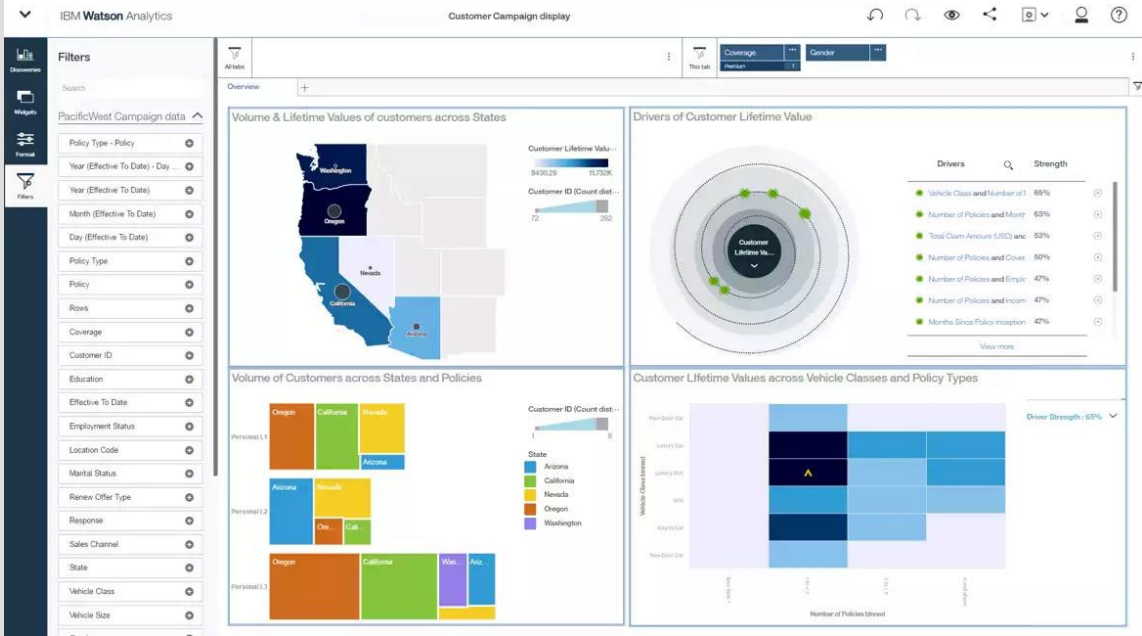
Notification alerts you to new or significant data



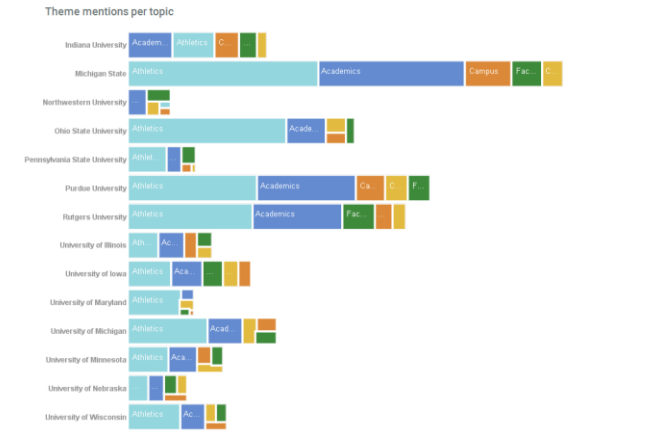
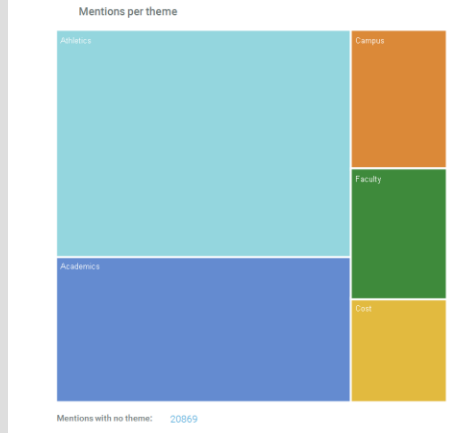
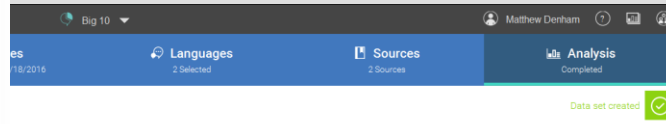
Click through to top line results on mobile device



Click again for more detailed results or switch to desktop



IBM Watson



Topic	Themes	Year (Date)	Month (Date)	Day (Date)	Hour (Date)	Source	Language	Sentiment	Author Country	Author State	Author City	Author Gender	Author is Marri...	Author is Parent	Da...
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A photograph of a laptop with a green overlay. The laptop screen shows some faint, illegible text and a small chart. The text 'So where to from here?' is written in white on the green background.

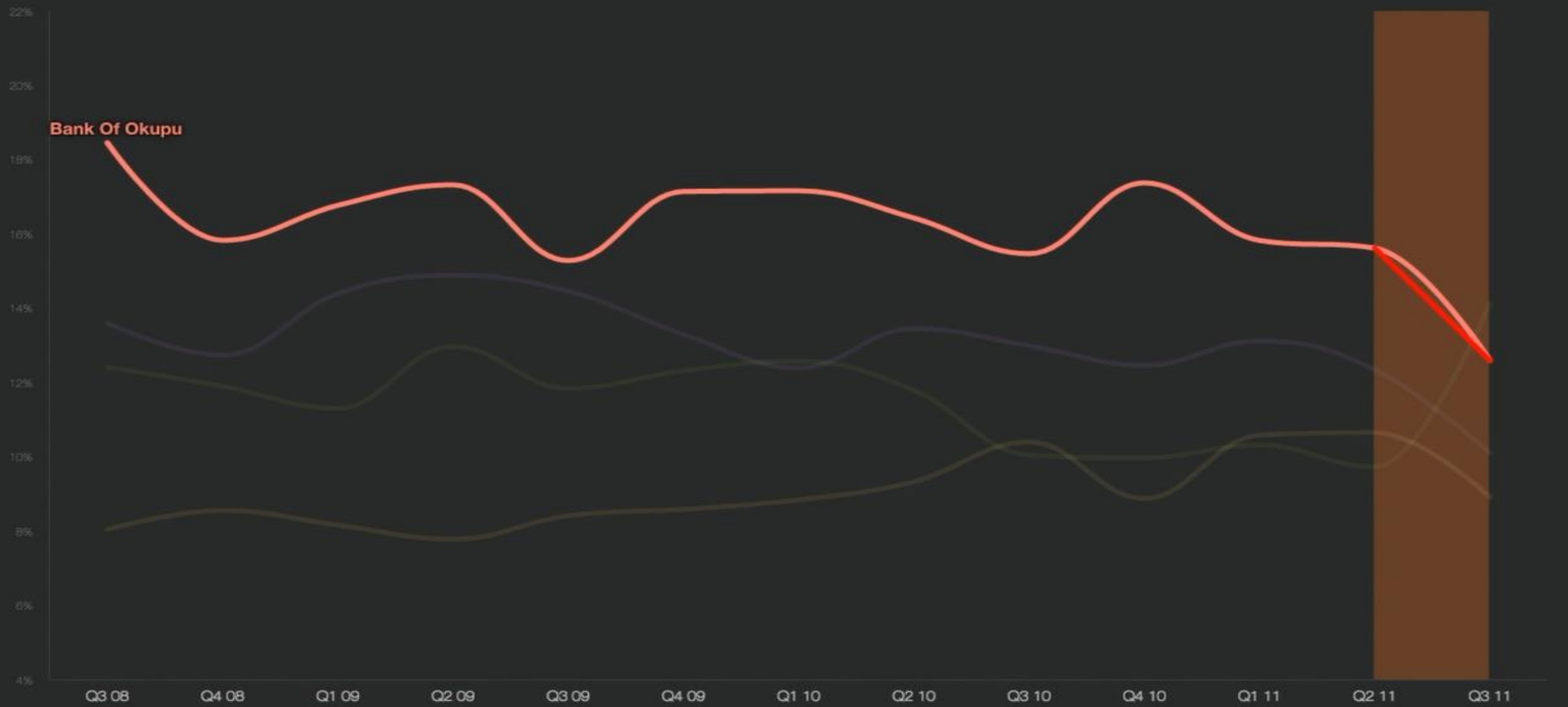
So where to from here?

Automated machine report writing



Automated machine report writing

Main Provider (Top) by Quarterly



And what does this mean for us?

Artificial
Intelligence

AI

Science

Computer

Knowledge

Technology

Learning

Implications for market researchers



- Dramatically reduce MR time & cost; improve MR accuracy
- Less time processing, more time adding value: the fun stuff!
- Make insights more accessible: more people using MR to make better business decisions
- **AND** we will always need people to add strategic thinking



Thank you!

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