

AI & DIGITAL ANALYTICS: *IMPROVING INSIGHTS QUALITY WITH AI*

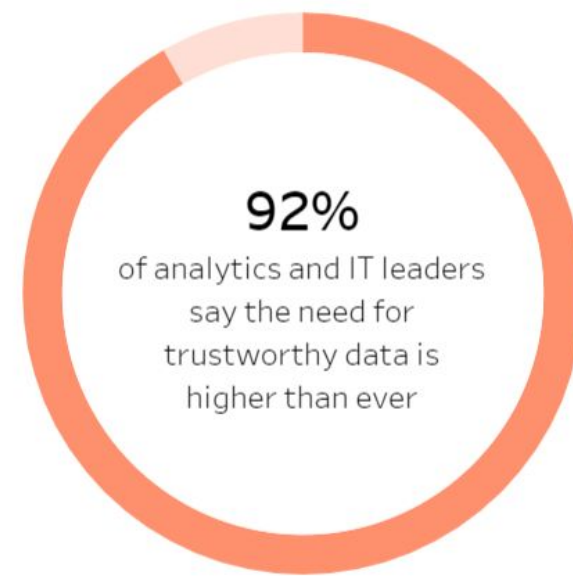
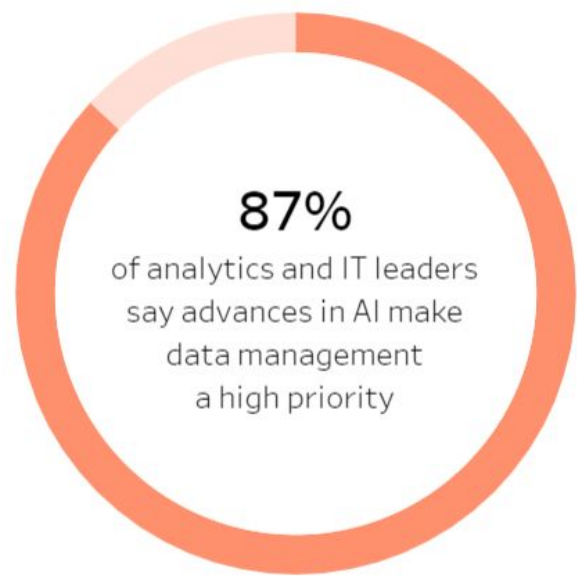
Martina Karakoleva





Hi, I'm Martina

- Campaign Insights Manager @Philips
- From Asset Management, to Telecom, to Healthcare
- Passion for data storytelling, consumer behavior and making an impact in the world
- BS in International Business , MSc. in Marketing



With the
increase of AI
adoption,
the need for
trustworthy data
rises

BUT

Are we looking
for new solutions
to old problems?



The value of giving analysts more focus time

Data Abnormalities Alerts

Use case

- Automated alerts can be sent to analysts and KPI stakeholders, allowing for prompt action.

Impact

- By automating routine monitoring tasks, analysts can allocate more time to in-depth analysis and root cause investigations, driving business insights and delivering measurable value.

Effort



Data Visualization

Use case

- Automating data visualization for standard reports to streamline the task, ensuring consistency and reducing manual effort.

Effort



Text Analysis

Use case

- Automating data cleaning, categorization, translation and structuring, this process becomes more efficient and scalable.

Effort



Ad-hoc Requests

Use case

- Implementing stakeholders' self-service access to digital performance insights and data reading reduces dependency on analysts.

Effort



Impact

- This allows analysts to focus on higher-value insights and strategic analysis, ultimately driving more informed decision-making and improved business outcomes.

Your analysis
is as good as
the
questions
asked

r/ChatGPTPromptGenius • 6 mo. ago
codewithbernard

Prompt frameworks are waste of time. Here's what it all boils down to

Prompt Engineering (not a prompt)

RTF, RISEN, RODES, COSTAR and bunch of other acronyms that are supposed to sound important.



RISEN Prompt Engineer

By Nitai Aharoni &

RISEN Prompt Engineer GPT streamlines AI interactions by applying the RISEN framework, focusing on specific, structured prompts for targeted, creative responses. This method improves the precision of AI-generated answers, ensuring they meet user expectations effectively.

Can you help me apply the RISEN principles to generate a prompt for X?



It looks like you're asking about applying the RISEN principles to generate a prompt for a specific goal (marked as "X"). Could you clarify what your specific goal is (the "X")? For example, are you looking to generate a prompt for a detailed article, a creative task, research, or something else? Let me know the specific area or task you need help with, and I'll walk you through crafting the perfect RISEN-based prompt!

Campaign Insights generation guidelines

Paid search:

Questions for consideration:

Performance Metrics

- What is the current click-through rate (CTR) for the campaign?
- How does this compare to historical data (YoY for the BIZ & Region)? Why? Is it because of new competitors or search volumes are dropping?
- Can we say something about target audience?

Budget and Spend

- How is the budget being allocated across different campaigns and ad groups? Are there any areas where we should increase or decrease spend?
- What is the return on ad spend (ROAS)?How does the revenue generated compare to the money spent on the campaign?

Keyword Performance

- Which keywords are driving the most traffic? Are there any high-performing or underperforming keywords?

GEN AI provides powerful insights

What about the context and relevancy to your business?

Q Asking chatgpt to create your dre. x ...

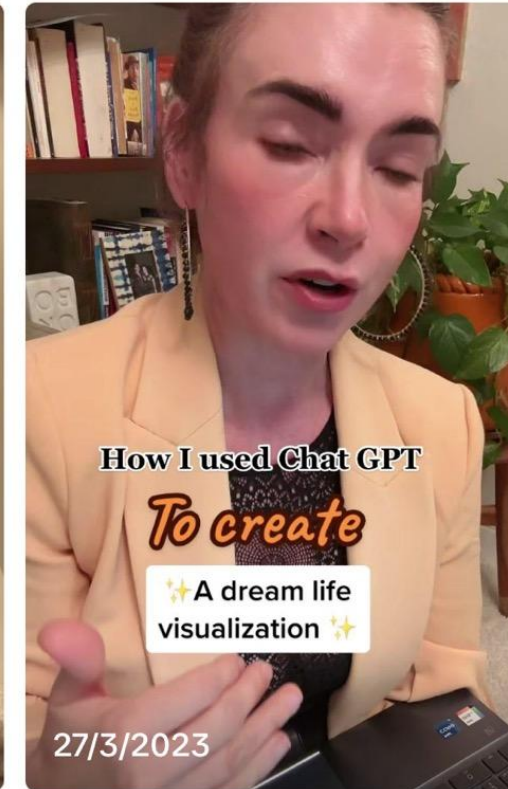
Il meglio Video Utenti Suoni LIVE Posti

Tutti Non visti Visti Caricati di recente



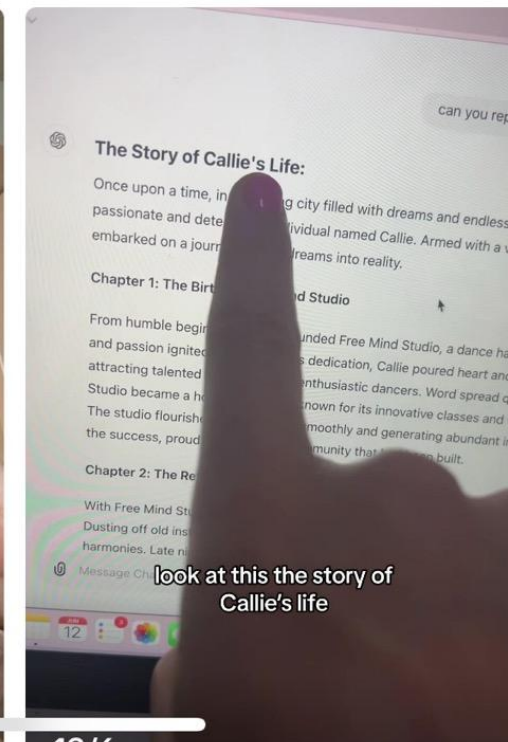
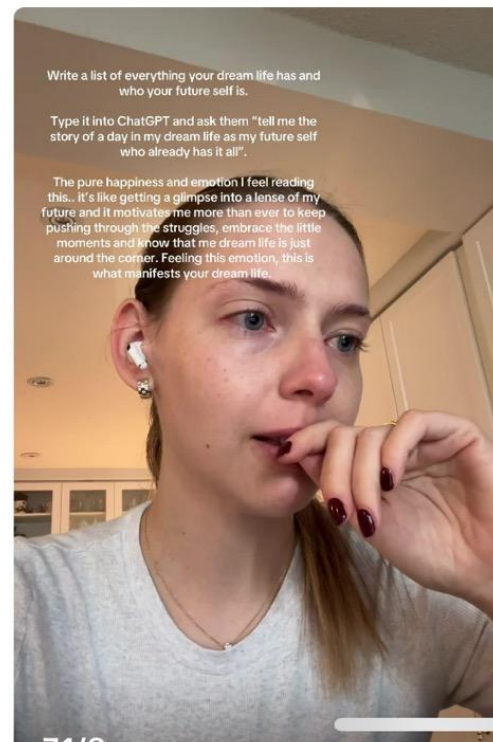
write out (in detail) your dream life and tell chat...

Isla Stanich 158,1K

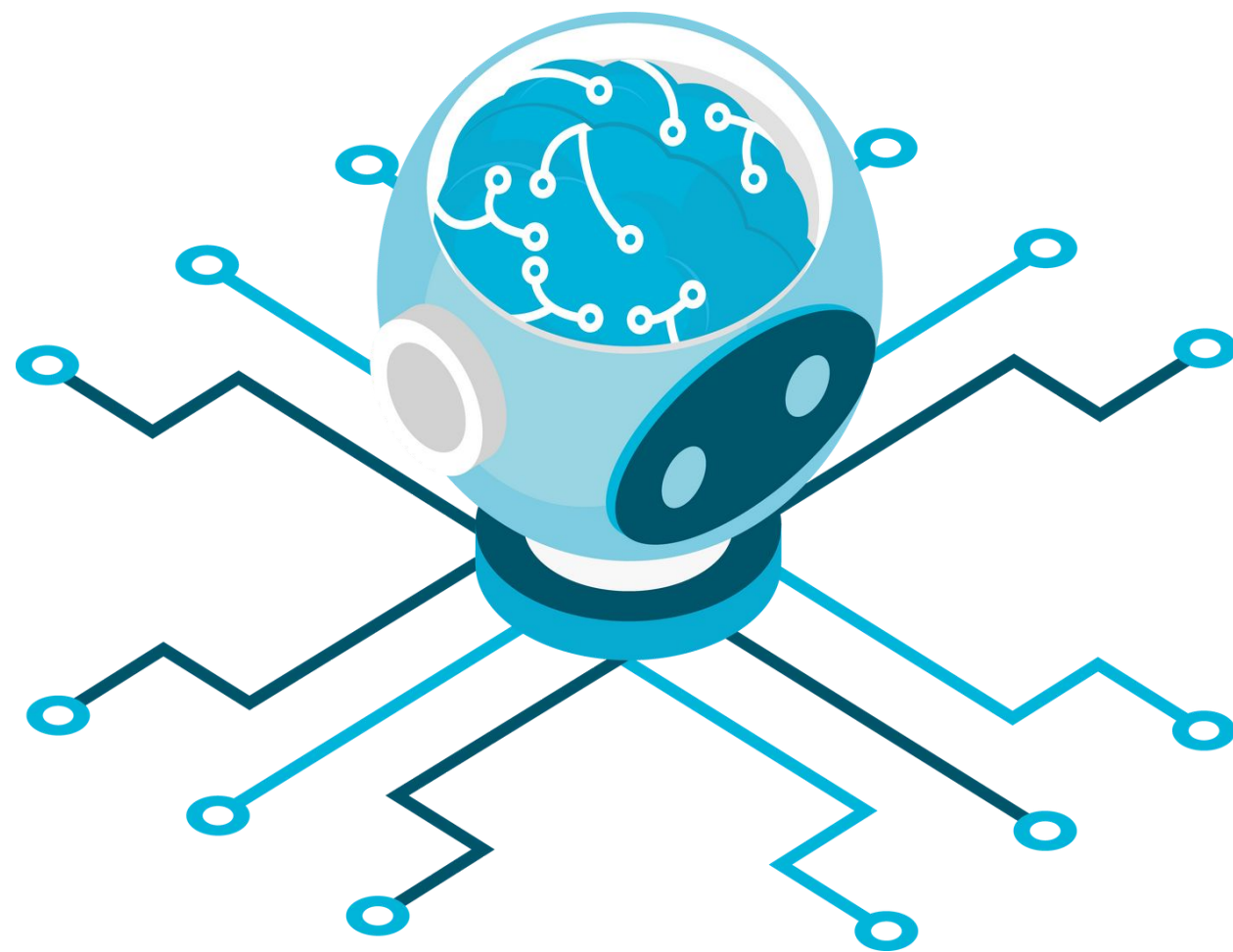


How I used Chat GPT to create my dream life vis...

melissaevansof... 361



It is all about the ~~efficiency~~ value of analytics



What is the task performed ?

What are the steps today taken to deliver the product / feature?

Efforts

How much time it takes me to complete currently?
Evaluate time vs efforts vs feasibility

Define the opportunity of AI?

What steps is AI going to replace?
What are we gaining with AI?

What problem is AI solving today?

- High human- level performance
- Legacy systems
- Competitive benchmark

Business impact

- What is the success metric or KPI affected?

Data status

- Is the data available today ?
- Do we have the right data knowledge and expertise in-house?
- Is the data quality ready?
- What is/ are sources to be used?

Key Features

- What are the accepted minimum features?
- When is this implementation a success?
- What is the accepted minimum accuracy level?

User

Who will benefit from AI implementation?

Cost

How much would it cost to implement AI?
How much does it cost to do the work today?

52% of people who use AI at work are reluctant to admit to using it for their most important tasks

Problem solved: AI will take care of data collection and analysis

What about: insights implementation and business value



The need for upskilling and reskilling is higher than ever

175K

New AI learners in
past 12 month*



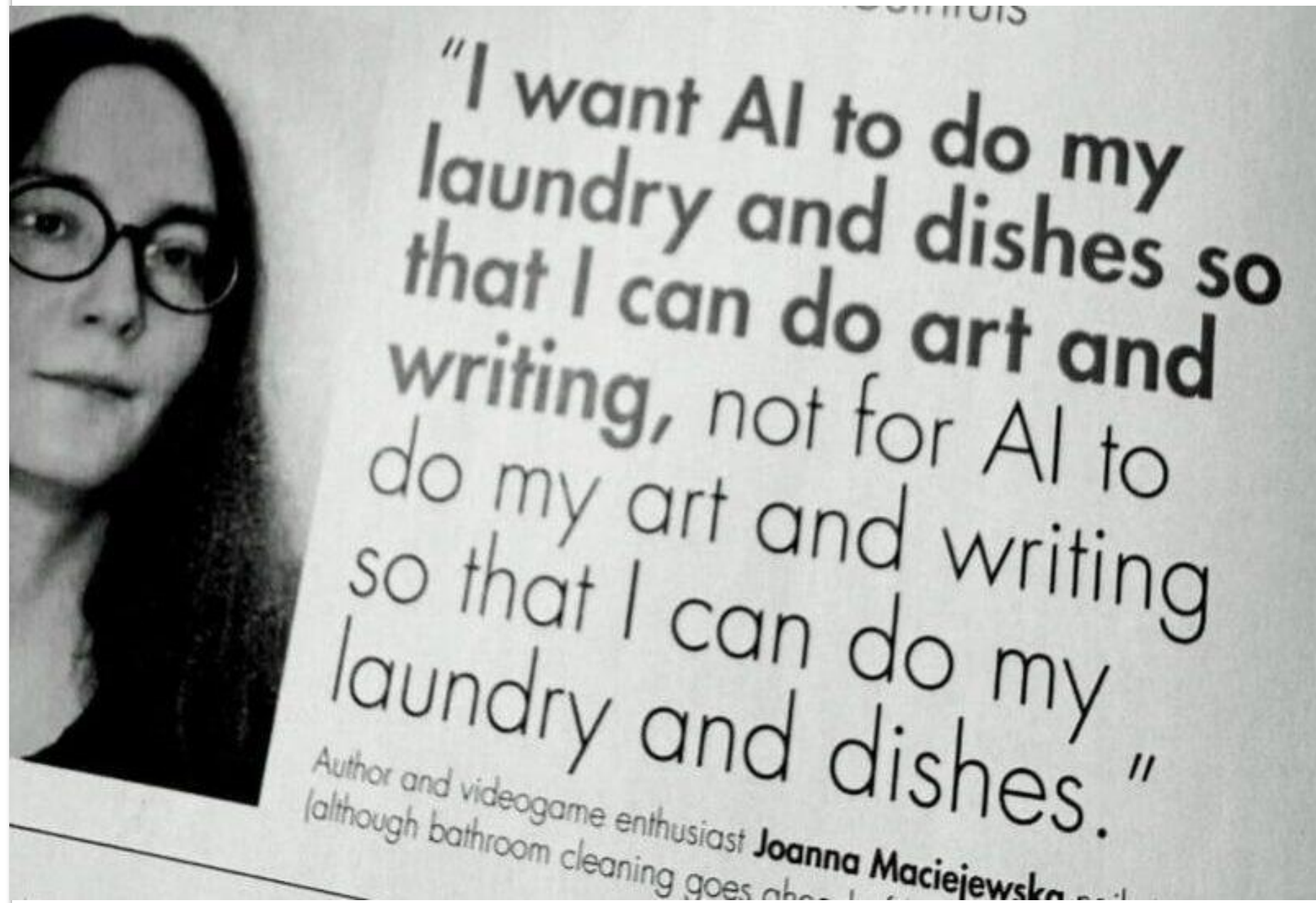
Data expert

Master of analysis

Strategic partner navigator

Storyteller

Success measurer



Be the driver,
not the passenger
in your organization
AI journey

Questions?