



# M2 AI Summit

**Using Generative AI:**

Harnessing unstructured data for business growth

Emily Blumenthal

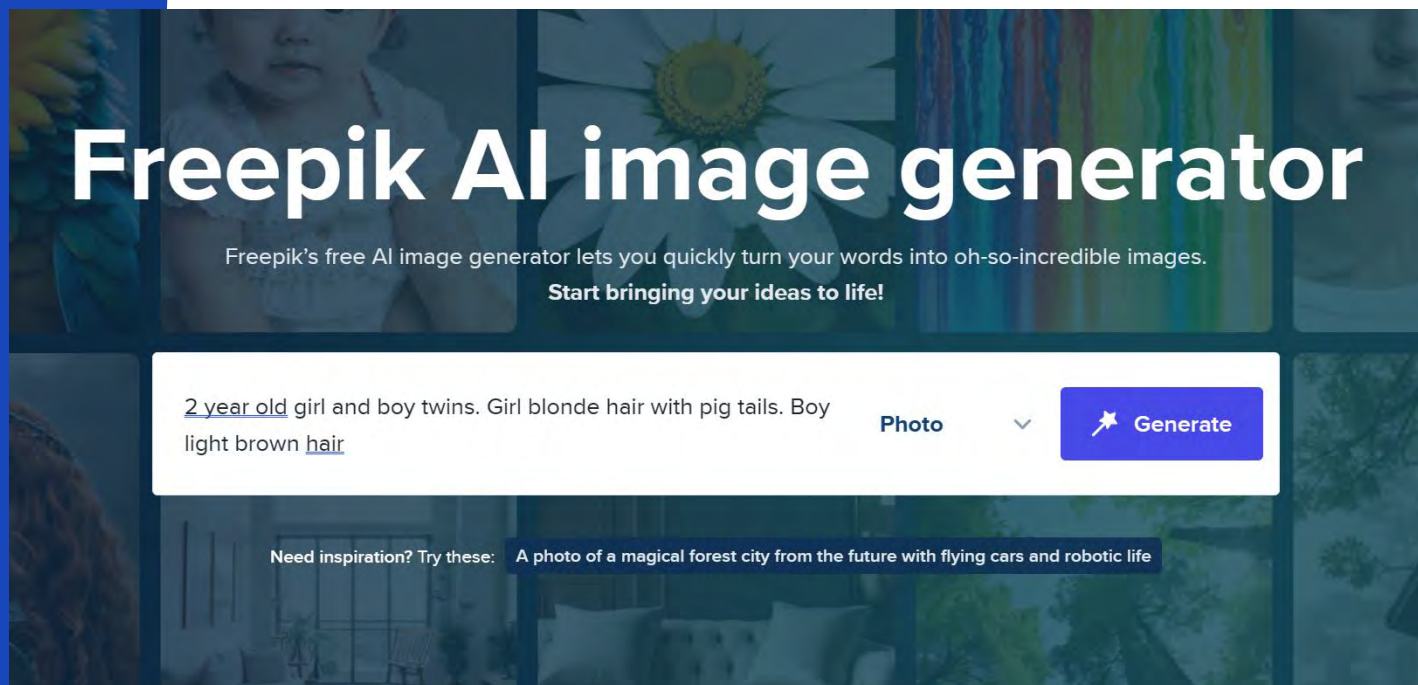


"Birth of AI" - [Source](#): @chris\_n\_toronto (on Twitter)

## Human twins & AI twins



# Human twins & AI twins



The screenshot shows the Freepik AI image generator interface. At the top, the title "Freepik AI image generator" is displayed in large white font. Below it, a subtitle reads "Freepik's free AI image generator lets you quickly turn your words into oh-so-incredible images." followed by the call to action "Start bringing your ideas to life!". The main input area contains a text box with the prompt "2 year old girl and boy twins. Girl blonde hair with pig tails. Boy light brown hair". To the right of the text box is a dropdown menu labeled "Photo" and a blue "Generate" button with a star icon. Below the input area, there is a section titled "Need inspiration? Try these:" followed by a link to "A photo of a magical forest city from the future with flying cars and robotic life".

## Freepik AI image generator

Freepik's free AI image generator lets you quickly turn your words into oh-so-incredible images.  
Start bringing your ideas to life!

Photo Generate

Need inspiration? Try these: [A photo of a magical forest city from the future with flying cars and robotic life](#)



**Gen AI quality has come a long way in a very short time**

**Similar attempt  
2 months prior\***



\*using a different AI Image tool

**How prevalent is the use of generative AI in business today?**

# How prevalent is the use of generative AI in business today?

25%

Of C-Suites say they use Gen AI personally in their work

1 in 3

say their company at using Generative AI in at least one business function

*“Respondents predict meaningful changes to their workforces. They anticipate workforce cuts in certain areas and large reskilling efforts to address shifting talent needs.”*

# Using Generative AI: Harness unstructured data for business grow

What we will cover

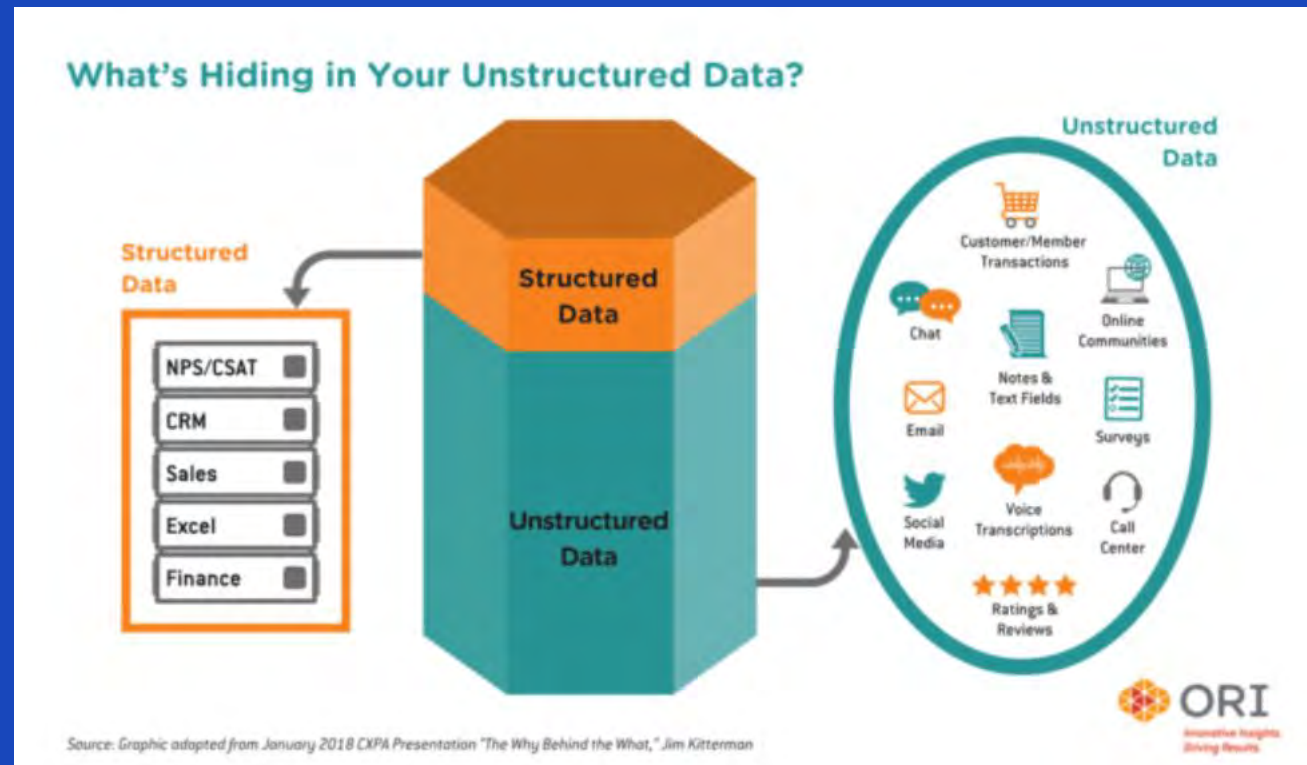
- **Why Generative AI?**
- **Who is Yabble?**
- **What is next?**
- **How to getting started**



# Generative AI ....

Is unlocking insights from the infinite data intelligence sitting mostly untouched within our business ecosystems

The  
what



The  
why

According to Gartner, unstructured data represents an estimated 80 to 90% of all new enterprise data.

Furthermore, it's growing three times faster than structured data.

# How Gen AI is enabling business growth via analytics

- ✓ Puts fact-based insights into the hands of decision makers
- ✓ Democratising access to high quality business intelligence
- ✓ Actionable, timely customer experience improvements
- ✓ Productivity gains - Studies suggest upward of 35%
- ✓ Takes care of the operational to 'free the mind'
- ✓ Encourages **rapid innovation** – providing the starting point

# Where is Generative AI useful today for analytics?



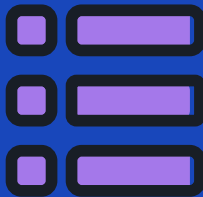
## Theming

Coding and Theme creation



## Interrogation

Deeper analysis or searching



## Summarizing

Summarization of content



## Designing

Content, presentations & reports

**Generic**  
(Off the shelf usage)  
e.g., Embed ChatGPT

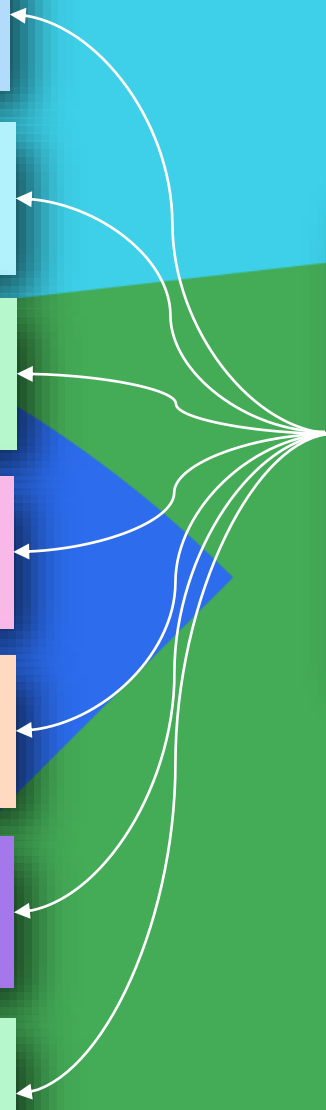
**Vs**

- Proprietary Data
- Fine Tuning
- Model Sophistication
- Owned Models
- Cost Efficiency
- Speed
- Agent Frameworks

 **yabble**

**Specific**  
(Customising for specific use case)

This is the future  
& competitive  
advantage



• / yabble it.

## A couple of examples of Yabble AI today

Home

Projects

Hey Yabble

MyPanel

## Good afternoon, Kathryn!

FRIDAY, 21 APRIL



### Create a survey

Collect valuable feedback from your desired audience



### Import data

Upload your existing data to generate insights immediately



### Analyze with Hey Yabble

Count, Query, or Summarize your data to pinpoint your key drivers of business performance

## Recent activity

QUERY

Thu, 9 Mar

### What are the top 3 things people love about Walmart?

Yabble Team

EXPLORE

Thu, 9 Mar

### Walmart love

Yabble Team

SURVEY

Wed, 8 Mar

### CB market validation

Yabble Team

SURVEY

Wed, 8 Mar

### CB market validation

Yabble Team

## BLOG

### Supercharge your insights knowledge.

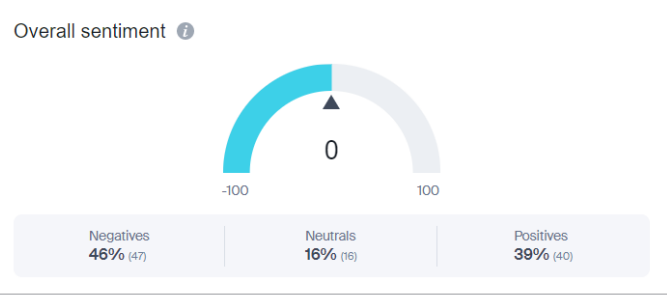
Tips on strengthening your insights program, helpful references on AI terminology, in-depth pieces on the power of AI in research: it's all there at the Yabble blog.



Insights Industry Feedback  
 Q: How have the types, volume and use of data changed over your research career?

103 / 103 comments Edit themes Export

Overall



**Want more insights?**  
 Create a Query to dive even deeper into your data and get revolutionary insights in minutes flat.

[Create a query](#)

Theme overview

An overview of themes and sub-themes within your dataset and how the sentiment of each is performing. Click on the rows in this table to display comments related to that theme or sub-theme.

Themes

THEMES	% OF TOTAL	SENTIMENT	SCORE
> Availability	34.0%	<div style="width: 100%;"><div style="width: 68%;"></div></div>	68
> Volume	22.3%	<div style="width: 100%;"><div style="width: 91%;"></div></div>	91
> Automation	14.6%	<div style="width: 100%;"><div style="width: 60%;"></div></div>	60
> Agility	11.7%	<div style="width: 100%;"><div style="width: 23%;"></div></div>	23
> Data Types	5.8%	<div style="width: 100%;"><div style="width: 50%;"></div></div>	50
> Unknown	5.8%	<div style="width: 100%;"><div style="width: -83%;"></div></div>	-83

**Comments**

Search keywords

SORT BY: Date

31 October 2022  
 not long enough to comment

Other

30 October 2022  
 From excel to Machine Learning & AI. We used to be able to make predictions based on experience and intuition, now we can back those predictions up with well presented objective data. Vol... [Show more](#)

Volume Advanced Analy...  
 Speed

28 October 2022  
 Becoming more agile but also speed of change means we need to keep on top of things

Agility

26 October 2022  
 Immensely more data, more complexity, more variety

behavioral differences among respondents, utilizing advanced digital technology, and understanding consumer emotions and needs to stay ahead of the curve and provide valuable insights for their clients.

[Show less](#)

somebody to help do a variety of things. This is a complex industry. Even just the DIY platforms, they all offer service. And you know that as well. Can you program this questionnaire? Can you procure the sample? Can you run the tabs? Those things come up over and over and over again. But make no mistake, the health-aware industry is driven by technology. That is what we are today.

New

now  
[New conversation]

### Chat with Gen

Select the data you want our AI assistant, Gen to tell you more about.

#### Interrogate your data

Ask unlimited questions of your data to uncover what your customers are thinking, feeling and doing.

Project \*

P&G All Presentation

Question \*

P&G All Reports

Chat

Conversations created using Gen will be securely stored by Yabble to help enhance and improve the current product offering. AI may produce inaccurate or misleading information, data or analysis. Any decisions made using this data are at your own risk.

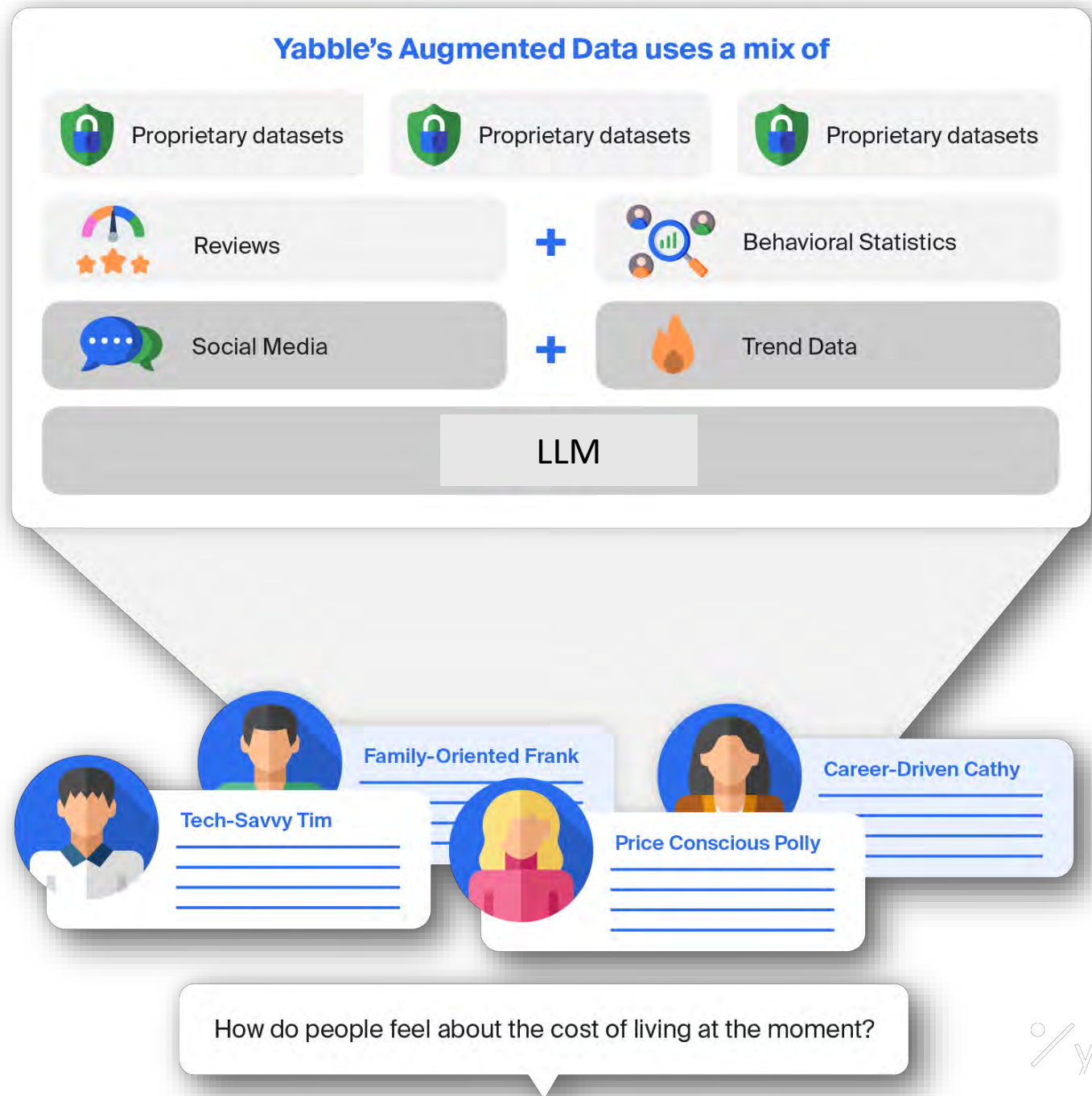
Comments

X

Ask a question to see comments here

**Break through AI we are working on right now**

# Yabble's Augmented Data Model: Knowledge Lake built for Insights



# Augmented vs Survey Data

What are the main factors moms consider when picking diapers?

Augmented Data	Traditional Panel Survey
Based on the responses we received, the most important factors for moms when picking diapers are <b>leak prevention, absorbency, comfort and fit</b> for their baby, and gentle materials that won't cause diaper rash. Some also prioritize <b>organic materials</b> and <b>affordability</b> .	Based on the responses we have, it seems that moms consider factors such as <b>absorbency</b> , keeping their <b>baby dry, comfort, quality</b> , and <b>price</b> when picking diapers. Some also prefer disposable diapers because they are more absorbent and <b>cleaner</b> .

Good Match

**Some fun examples of what's to come**



Aimsoft : <https://www.youtube.com/watch?v=yrA4eHsB4t8>

ARTIFICIAL

Levi's  
mod

## Celebrities Are Cashing In On Their AI Clones



**Celebrities are** beginning to sign brand deals with AI replicas of themselves.

The idea is: if AI can mimic the looks and speech of Tom Brady, can he leverage his “image” in a million different places (i.e., men’s magazine, deflated football commercials, etc)?

**This trend is gaining traction:**

- Neymar’s 3D avatar appeared at New York Fashion Week.


n brand claims the  
e used to ‘supplement  
dels’ rather than  
replace them.

MT+13 | □



# Where to start

- ✓ **Get on the AI bus**
- ✓ **Invest in small scale proof of concepts**
- ✓ **Leverage the data you already have**
- ✓ **Lean on human experts**
- ✓ **Hone the art of asking great questions**
- ✓ **Do do diligence on out of the box AI solutions.**

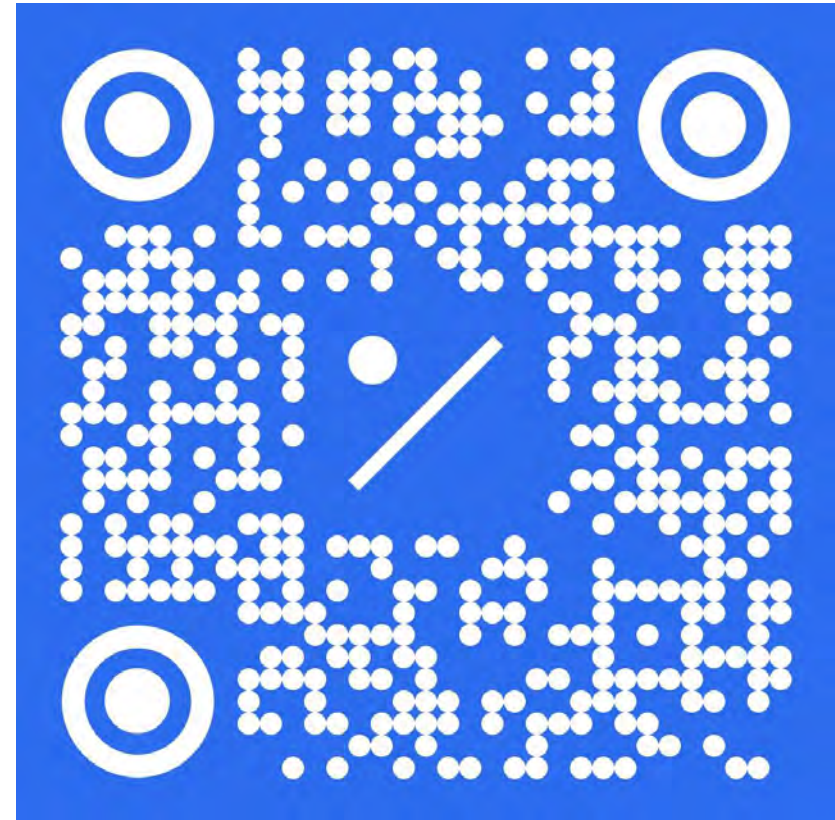


**“The real magic comes when we harness this  
new technology and combine it with our  
human smarts”**

**That's what we aspire to do at Yabble™ everyday**

**Thank you!**

To learn more please visit us:



[yabble.com/m2](https://yabble.com/m2)