

11th Webinar on Data Science and Analytics – 11th June 2022

Marketing Analytics

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Agenda

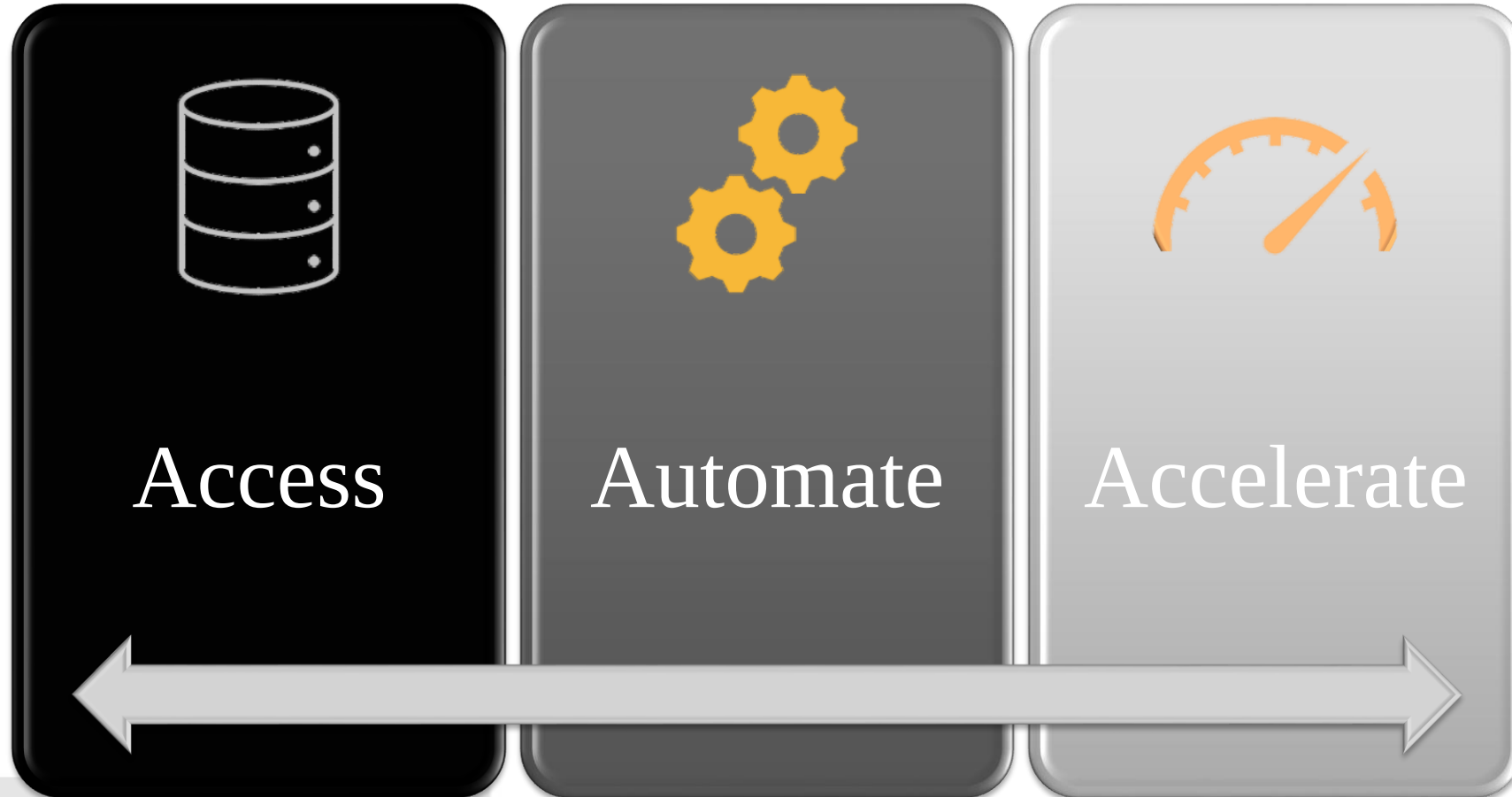


- Future of Data science
- Workflow of Machine Learning
- ML- Scratching the surface
- Use Cases in Marketing Analytics

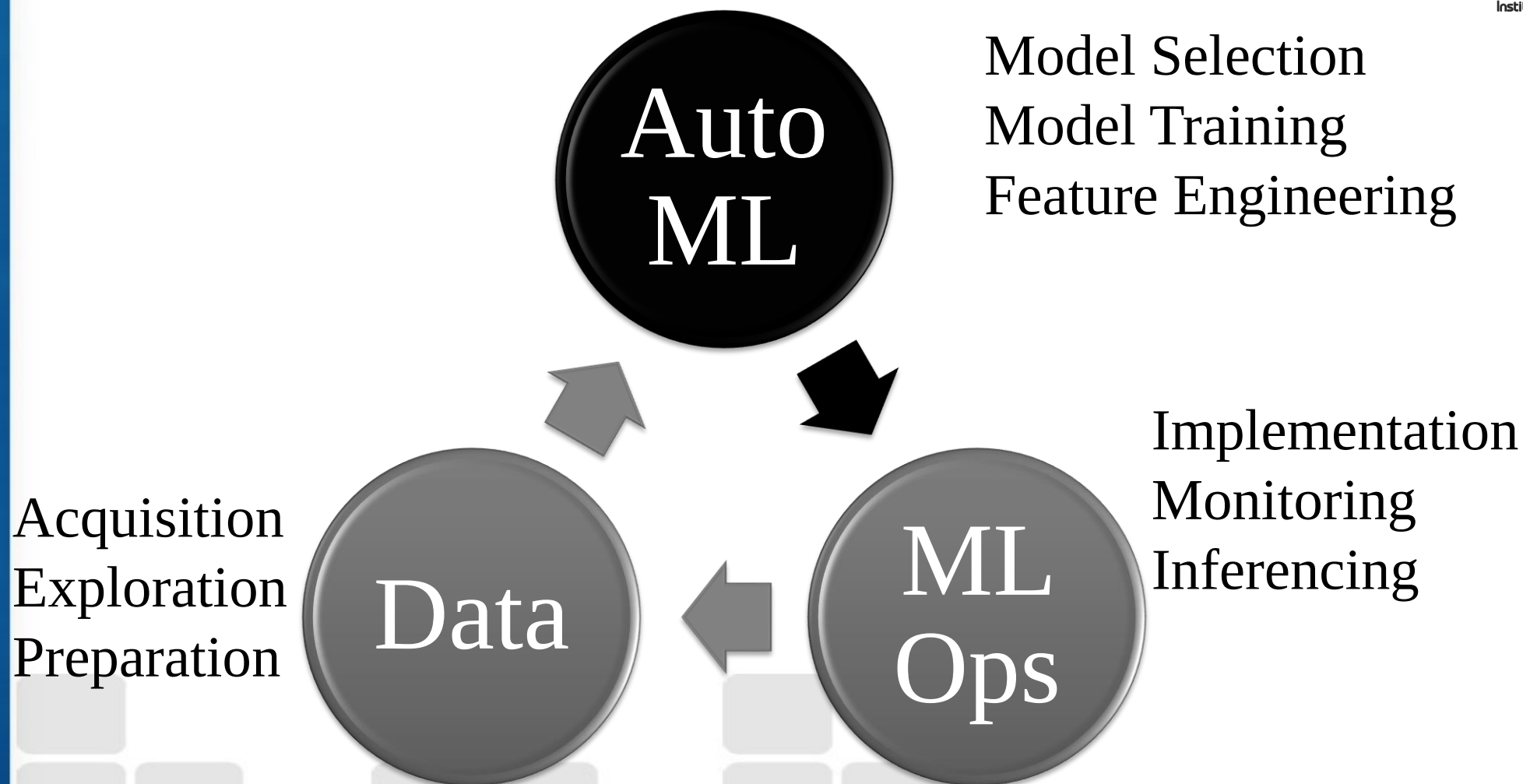
By 2023, more than 50% of all data analysis by deep neural networks (DNNs) will be at the point of capture in an edge system.

Source: Predicts 2020: Artificial Intelligence Core Technologies (G00463830)

Three Strides



End to End ML Workflow



DATA

- Structured Data
 - Attributes
 - Numbers
 - Characters
- Unstructured Data
 - Free Text
 - Speech
 - Pictures

Machine Learning



What is Machine Learning?

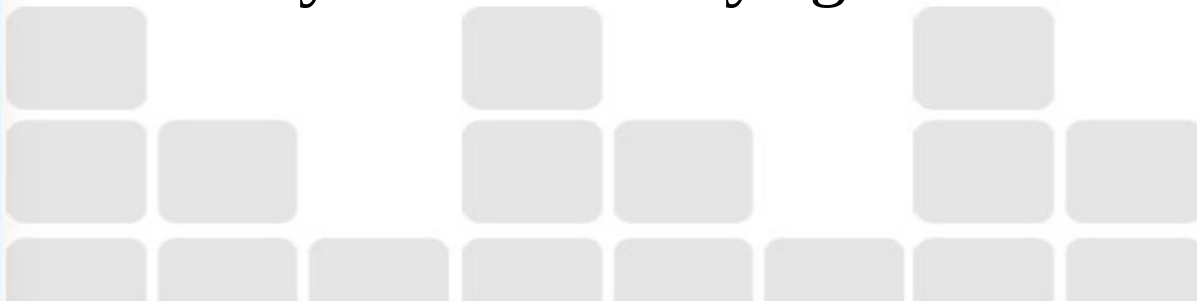
How is the machine learning.....

.....through data.....

.....and more data.....over and over.....

....years on years.....

More years are always good?



Machine Learning



- Multivariate analysis
- Fast for complex equations
- Transformation of variables
- Predictability , Confidence Interval

Machine Learning



Supervised Learning

$$Y = x_1 + \ln x_2 + \exp x_3 + x_4^9 + \dots$$

Unsupervised learning

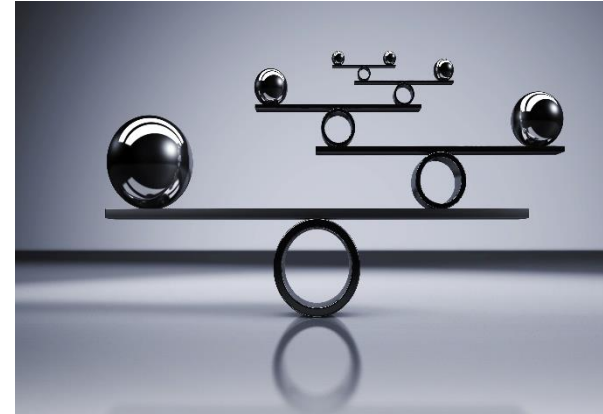
$$(x_1, x_2, x_3, x_4, \dots)$$

Use cases

Lead Allocation



Upsell-Cross sell



Agent Dashboard



AB Testing

Questions?