How to make information intelligble
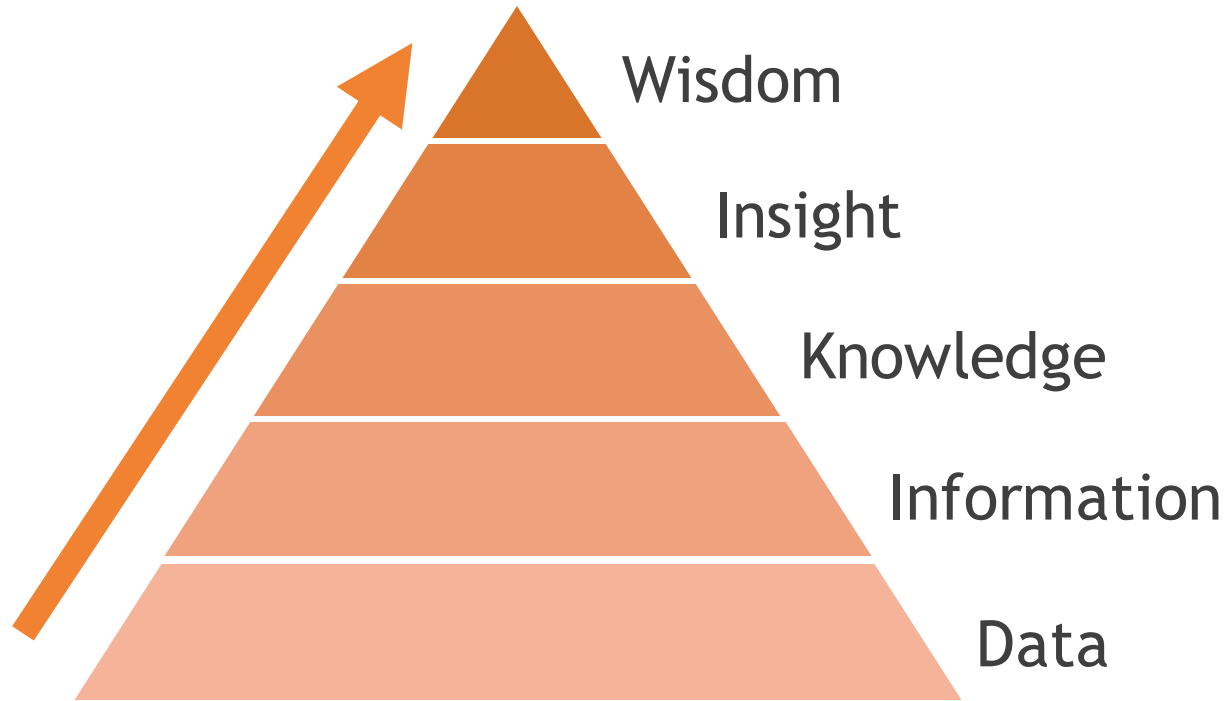### 'The need for a new insights paradigm'

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'Information'

'intelligible'

in-tel-li-gi-ble   / inˈtelijəbəl /

Definition of *intelligible*

1.   : capable of being understood or comprehended

         // jargon intelligible only to the initiated

2.   : apprehensible by the intellect only

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'90% of the data in the world today has been created in the last two years'

Ralph Jacobson, Analyst at IBM. April 24, 2013

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Data growth is exponential

In 2019, on average, per day...

- 294 billion e-mails sent
- 500 million Tweets
- 95 million photos shared on Instagram
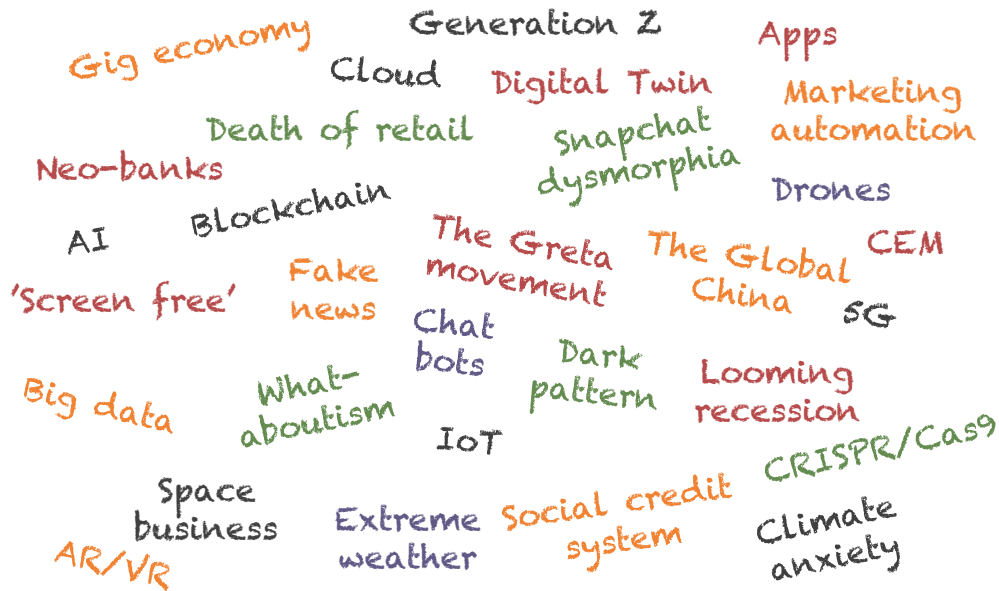- 65 billion messages over WhatsApp

2025, 163 zettabytes

2015, 1 zettabyte

How to make sense of this?

Digitalization is impacting everything

The world is becoming more complex...

Gig economy
Generation Z
Cloud
Apps
Digital Twin
Marketing automation
Death of retail
Snapchat dysmorphia
Neo-banks
Drones
Blockchain
AI
The Greta movement
The Global China
CEM
Fake news
'Screen free'
5G
Chat bots
Dark pattern
Looming recession
Big data
What-aboutism
IoT
Space business
CRISPR/Cas9
AR/VR
Extreme weather
Social credit system
Climate anxiety

...so is understanding customers!

- How to consolidate and make sense of customer data?

- How to generate necessary insights?

- How to make specific and measurable predictions of customer behaviour?

The insight paradigm is changing

| Old insight paradigm	New insight paradigm
Information is scarce	Information is abundant
Insights generated/used by few	Insights generated/used by many
Work is manual and repetitive	Work is automated
Scheduled, static reports	Real-time, interactive visualizations
Tools don't handle ambiguity or context	Tools handle ambiguity and context

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Transformation Maps

World Economic Forum's dynamic knowledge tool helps users to explore and make sense of complex and interlinked information areas

© World Economic Forum
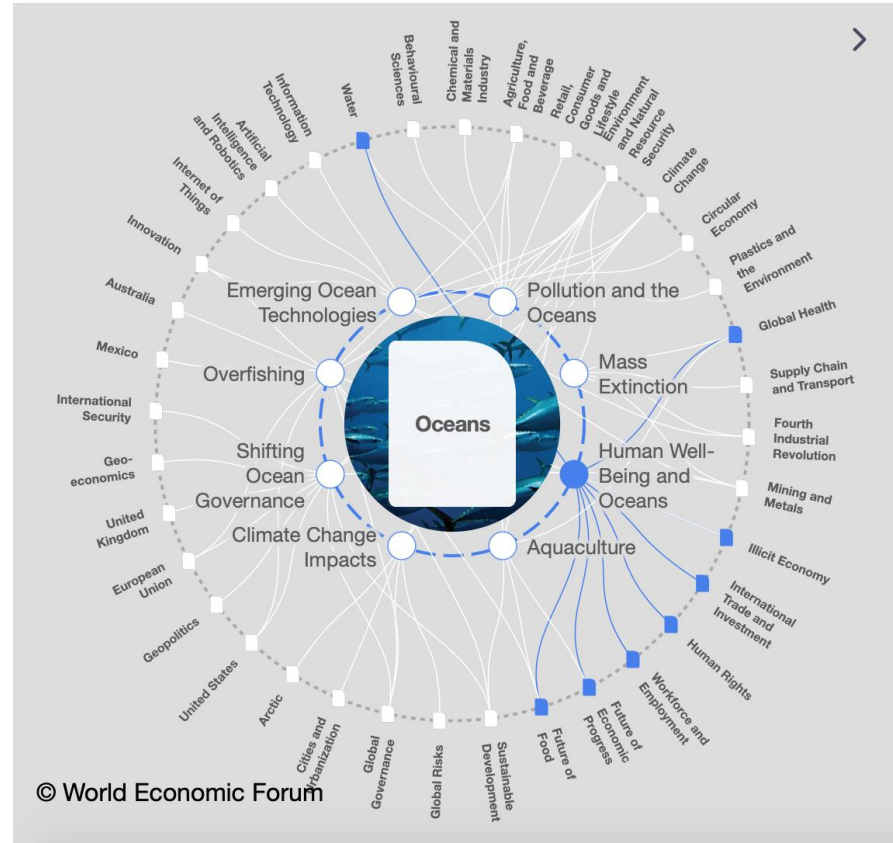
Intelligence2day

'Trend Clusters' and 'Signal Spotter' functions display connections and interdependencies
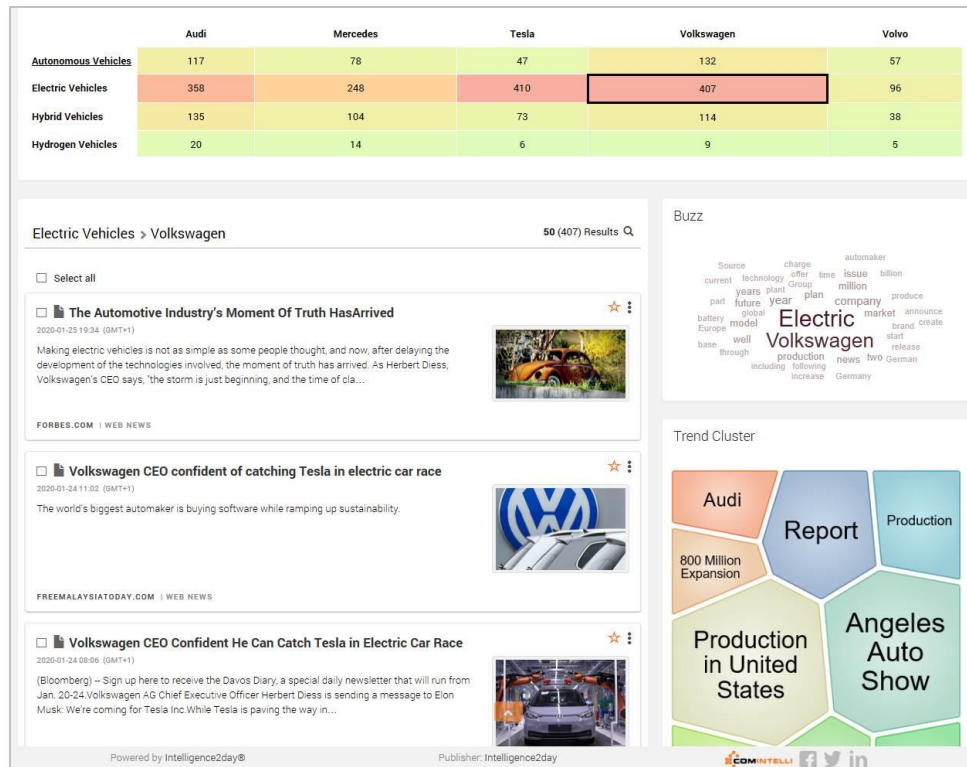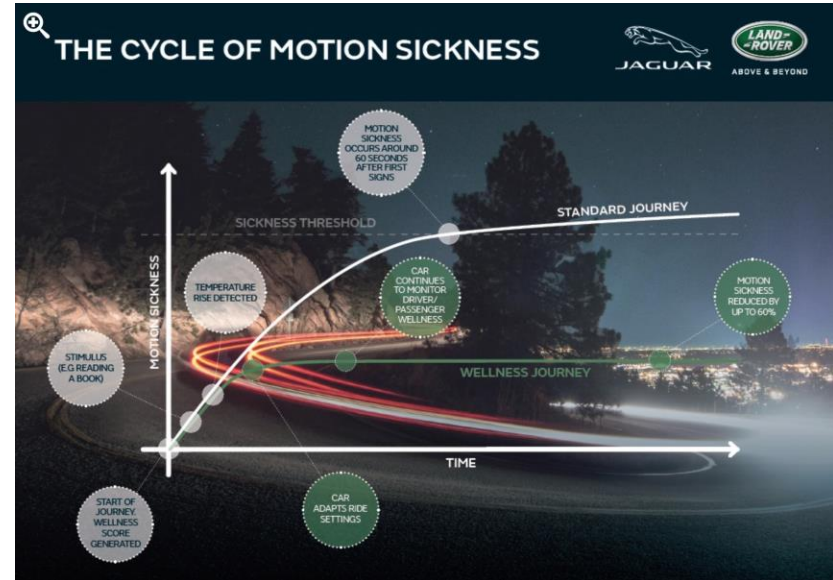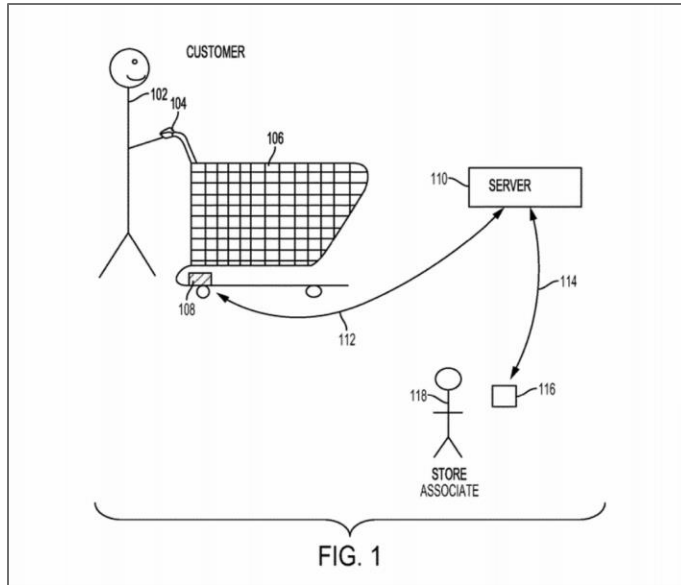
A lot to be gained from man-machine interaction

1. Which two Russian political leaders traded jobs in the last five years?

2. Will those same Russian political leaders change jobs in the next five years?

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Emotion-run sales
'Companies know more and more about us'

FIG. 1

THE CYCLE OF MOTION SICKNESS

Custom-made will mean something very different

How to make information intelligible

New information

+

Existing customer
understanding

=

New consumer insight

Context

How to make information intelligible

New information

+

Existing customer understanding

=

New consumer insight

Context

How to make information intelligible

New information

+

Existing customer
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=

New consumer insight
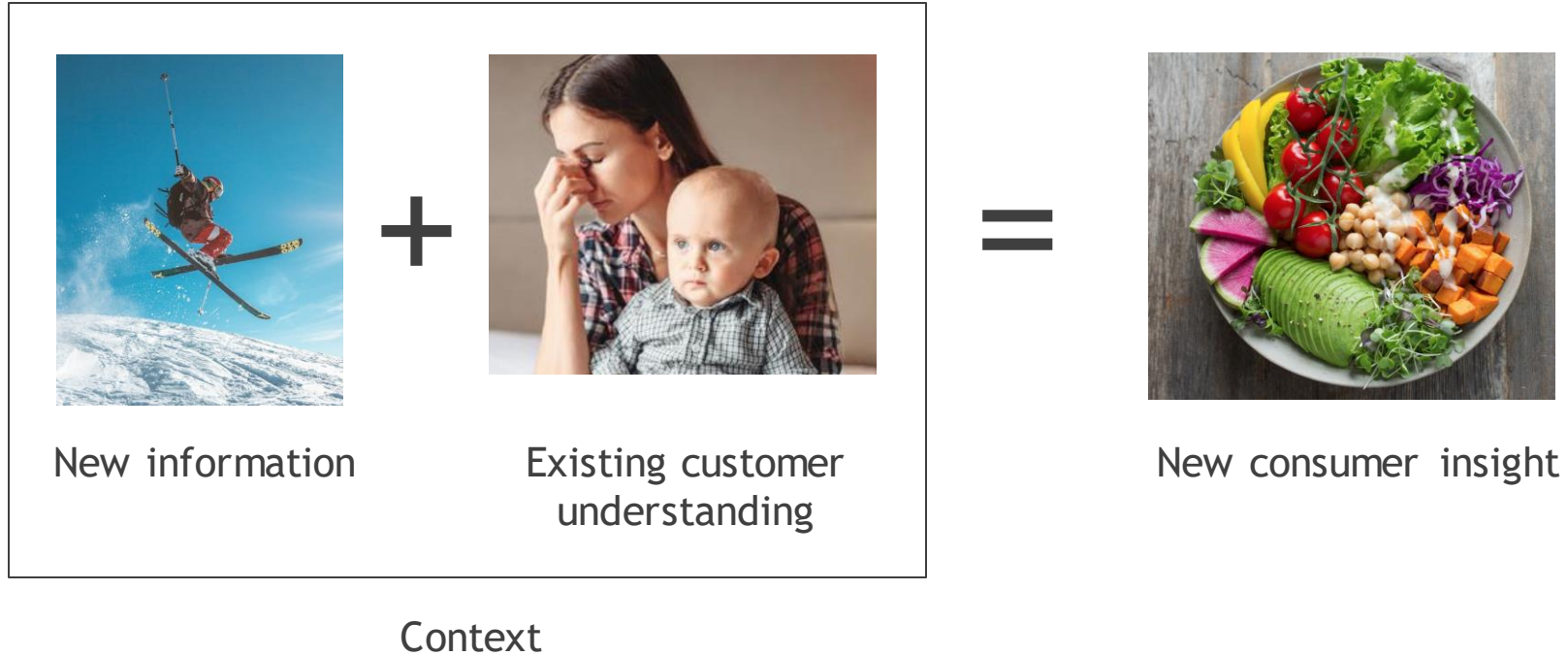
Context

How to make information intelligible

New information + Existing customer understanding = New consumer insight

Context

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Summary

- The world is becoming more complex
- Customers are becoming more complex
- The new insights generation tools are AI-based
- People are needed to validate the work of AI
- To make information intelligible, it has to be put into context
- Analysis is everything!

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Merci

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