

Index

- A/B tests for *KontoSensor*, 208
- Accuracy, 195
- Active method development, 15
- Active personalization, 61
- AdaBoost, 112
- Adobe Experience Manager (AEM), 55
- Adversarial attack, 89
- Advertising
 - cutting down 60-second Ad, 42
 - facial coding application in, 41–42
 - optimizing vignette style ad and making culturally relevant, 42
- Airbnb, 133
 - new user bookings, 190–192
- AlexNet, 95
- Alibaba, 38–39
- Allianz Global & Specialty (AGCS), 166
- Amazon, 38–39, 131, 215
- Amazon’s Alexa, 43
- Anticipation, 219
- APIs, 11
- Apple credit card, 89
- Apple’s Siri, 43
- Application programming interfaces (APIs), 135–136
- Arc de Triomphe, 219–220
- Artificial intelligence (AI), 8, 20–21, 38–39, 80, 92–93, 130, 184, 200
 - AI and future of sales, 34
 - AI-based voice assistance, 33
 - algorithms, 15
 - applications in modern sales organization, 23–34
 - to creating structure to voice assistant generated data, 43–44
 - marketing, 25–27
 - sales and management, 30–34
 - sales development, 27–30
 - salesforce achieves scalable, 21–23
- Artificial neural networks, 86–87
- Association rules, 87
- Attention mechanism, 99
- Autoencoders, 97
- Automated machine learning (AutoML), 21
 - algorithms, 26–28
- Automated speech, 92
- Automatic text, 12
- Automation, 8
- Automotive customer insights, changing capabilities in, 11
- Automotive industry, transformation of, 9–11
- B2B, 70–71
- B2C, 70–71
- Backpropagation, 94
- Bagging technique, 109–112
- Beat Cinematch, 104
- BellKor’s Pragmatic Chaos, 104
- Bias, 84
- Big Data, 184
 - analytics, 8
 - era, 79–80
- “Black box” methods, 86–87, 89
- Boolean labels, 62–63
- Boosting technique, 87, 112
- Branches, 108
- Business implementation, considerations for, 99
- Business intelligence (BI). *See also* Artificial intelligence (AI), 178
 - deploying, 178–179
- Business-friendly products, 177
- Campaigns, 25–26
- Car clinics, 11
- Cascaded style sheets (CSS), 136, 139
- Central processing unit (CPU), 83
- Chatbot technology, 43–44, 46, 53
 - developing chatbot persona “Serena,” 45–46
- Climax scene, 214
- Cloud, 172
- Cloudera, 54–55
- Clustering approach, 87–88, 206
- Codalab, 185
- Cold data, leveraging, 174–175
- Cold storage, 174
- Comma-separated values (CSV file), 141
- Commodity, 160
- Communicate risks relevant to users, 151–152
- Competencies, 163–164
- Competitive advantage
 - data protection, 149

- designing for privacy in age of digital customer insight, 149–154
- individual privacy management, 148
- privacy, 149, 154, 156
- Competitive data science platform, 185–186
- Complementary phenomena, 13
- Consent management, 152
- Constant learning. *See also* Deep learning, 15
- Consumers' emotions, 39
- Content creators, guidance for, 57
 - data and feature engineering, 57–59
 - model and performance, 59–60
 - prediction and feedback, 60–61
- Content Health Panel (CHP), 55
- Content Management System, 55
- Content Marketing. *See also* Machine-driven content marketing, 52–53
 - Credit Suisse content marketing business challenge, 53
 - data science solutions for, 53–63
 - through time and at Credit Suisse, 52–53
- Content Marketing Institute (CMI), 52–53
- Content success prediction tool, 57–61
- Contextualize data collection, 150–151
- Convolutional Neural Networks (CNN), 92, 94–95, 114
- Correlation One, 185
- Cost function, 94
- COVID-19 pandemic, 130
- COVID19 Global Forecasting, 185–186
- Credit Suisse
 - content marketing business challenge, 53
 - content marketing through time and at, 52–53
- Cross-industry standard process for data mining (CRISP-DM), 188–189
- CrowdAI, 185
- CrowdANALYTIX, 185
- Crowdsourcing Data science, 184, 195
- Crowdspring, 133
- Culture, 164
- Customer
 - centricity, 5–7
 - communication, 202–204
 - feedback channels, 10–11
 - monitor data disclosure, 153–154
 - service, 125–126
- Customer experience management (CEM), 155
 - marketing perspective, 154–156
- Customer insights
 - on “transparency”-myth, 150–152
 - changing capabilities in automotive customer insights, 11
 - constant learning, 15
 - customer centricity as driver for growing importance of, 5–7
 - decision support through meaningful controls, 152–153
 - deep learning and, 97–99
 - designing for privacy in age of digital, 149–154
 - dynamic capabilities as necessity and opportunity, 8–9
 - helping customers monitor data disclosure, 153–154
 - individual privacy management in machine age of, 148
 - network competencies, 14–15
 - new data sources, 11–12
 - new methods, 12–13
 - new technologies, 12
 - synthesizing competencies, 13–14
 - transformation from market research to, 7–8
 - transformation of automotive industry, 9–11
 - value generation of customer insights, 15–16
 - through voice assistants, 43–47
- Customer relationship management (CRM), 21–22, 162
- Cutting down 60-second Ad, 42
- Data
 - analytics, 178
 - disconnect, 170–171
 - generation capabilities, 11
 - leakage, 193
 - literacy, 153–154
 - management, 73, 172
 - models, 21
 - sources, 11–12
 - synthesis, 13
 - visualizations, 178
 - warehouses, 176
- Data “superpower,” realizing, 180–181
- Data competitions
 - challenges of, 188–189
 - Kaggle competition, 190–192
 - metrics, 193–195
 - opportunities of, 186–188
- Data growth
 - amount of data, 173–175
 - data disconnect, 170–171
 - data value equation, 171
 - deploying business intelligence, 178–179
 - quality of data, 176–177
 - realizing data “superpower,” 180–181
 - unlocking value of data, 171–172
 - usage of data, 178–181
- Data protection, 2, 54
 - as global driver for data-driven innovation, 149
- Data revolution, story creates, 211–212
- Data science, 89–90
 - Airbnb's new user bookings, 190–192
 - competitions procedure in nutshell, 190
 - crowdsourcing, 183–185
 - data protection, 54

- guidance for content creators, 57–61
- Kaggle, 185–186
- monitor and optimization, 55–56
- personalizing content, 61–63
- relevant data, 54–55
- solutions for content marketing, 53–63
- Data Scraping, 2, 130–131
 - check legal aspects of scraping data source, 135–136
 - defining business problem, research question and required data, 132–133
 - defining scraping logic, 136
 - emergence of, 129–131
 - locating and analyzing data source, 133–135
 - scraping data, 136–141
 - six-step process, 132
 - storing and retrieving data, 141
- Data value equation, 2, 171–172
- Data-driven innovation, 149
- Database, 80
 - models, 11
 - science, 80
- Datathon, 204–205
- DBSCAN method, 207
- Decision support through meaningful controls, 152–153
- Decision tree ensembles
 - bagging, 109–112
 - boosting technique, 112
 - empirical illustration of three decision tree ensembles, 112–114
 - growing single decision tree, 105–109
 - leveraging ensembles to win \$1 Million Netflix prize, 103–105
 - real-world case, 105
 - seeing forest for trees, 114
 - from tree to forest, 109
- Deep Blue, 20
- Deep learning, 87
 - and customer insights, 97–99
 - neural networks, 89
 - recommender systems, 98–99
- Deep neural networks (DNNs), 2, 92–93
- Deep reinforcement learning, 99
- Deepfake Detection Challenge, 186
- Demography, 41–42
- Denial-of-service attack (DoS attack), 135
- DenseNet, 95
- Density-Based Spatial Clustering of Applications with Noise (DBSCAN), 206
- Design thinking methods, 6
- DesignCrowd, 133
- 99Designs, 133
- Deutsche Bank, 200, 204
- Digital services, 43
- Digital technology, 74
- Digital transformation, 5–6, 170
- Digitalization, 5–6
- Disambiguation, 126–127
- Doordash, 89
- Dramatic arc, 219–220
- DrivenData, 185
- Dynamic capabilities, 16
 - as necessity and opportunity, 8–9
- E-health, 68
- Education, 68
- Electronic resource planning (ERP), 162
- Email Sentiment Analysis, 30
- Emotional arousal, 40
- Emotional response
 - benefits of, 40
 - facial coding application in advertising, 41–42
 - measuring through facial coding, 39–43
 - outlook on further applications of facial coding, 42–43
 - types of emotions to measure, 39–40
 - validation of facial coding, 40–41
- Ensemble, The, 104
- Enterprise applications for communities advancement, 69
- Entertainment, 70
- Error function, 94
- Excel, 215
- Experience Data (X-data), 162
 - collecting, 163
- Experience economy, 160–161
 - activating experience management across organization, 163–164
 - collecting X-Data, 163
 - enter age of experience management, 162–163
 - experience drives economics offering, 160
 - operational data, 161–162
 - understanding experiences of stakeholders, 161
- Experience management (XM). *See also* Customer experience management (CEM), 162–163
 - activating experience management across organization, 163–164
 - AGCS, 166
 - applying XM to close experience gap, 165–167
 - Under Armour, 166–167
 - competencies, 164
 - integrating XM into operating cadence of organization, 164–165
 - JetBlue, 165–166
- Experience Management Platform™, 164
- Expressiveness, 41
- Face-to-face interview techniques, 43
- Facebook, 38–39, 87
- Facebook Messenger app, 44–46

- Facial coding, 2, 11–12, 38–39
 - application in advertising, 41–42
 - benefits of, 40
 - measuring emotional response through, 39–43
 - Minority Report* become reality, 38–39
 - outlook on further applications of, 42–43
 - systems, 40
 - types of emotions to measure, 39–40
 - validation of, 40–41
- Facial data, 11–12
- Facial expression, 40
- Feedback, 162
- Feedforward networks (FNNs), 93–94
- File-based data storage, 141
- Financial crisis (2007–2008), 105
- FinTechs, 200
- 5G
 - end of line, 74
 - mean for collecting customer data, 71–74
 - new aspects associated with, 66
 - starting era of, 65–67
 - state of the art, 67–68
 - use cases for, 68–71
- 10-fold cross-validation technique (10-fold CV technique), 85–86
- 4G, 65
- Fourth Industrial Revolution, 21
- Framing, 219
- Fraud detection, 92
- Functional magnetic resonance imaging (fMRI), 212
- Future of sales, 34

- Gaming, 70
- General Data Protection Regulation (GDPR), 135, 148, 201
- Generalization, 84
- Generative Adversarial Networks (GANs), 95
- Genius, 21–22
- Global School in Empirical Research Methods (GSERM), 15
- Google, 16, 20, 38–39, 87
 - Google AI system, 130
 - Google Analytics, 54–55
 - Google Assistant, 43
 - Google bot, 130
 - Google Duplex, 38
 - Google Inception, 130–131
 - Google Search Console APIs, 54–55
 - GoogLeNet, 95
- Graphics processing units (GPUs), 88, 92–93
- GreenBook Research Industry Trends Report (GRIT Report), 8
- Group Method of Data Handling, 92
- GrubHub, 89
- Gut instinct, 84

- Hierarchical clustering algorithm, 87–88
- Hold competitions, 184
- Hopfield networks, 92
- Host competitions, 184
- Hosts, 184
- Hot data, leveraging, 174–175
- “Hovr” technology, 167
- Human machine interfaces (HMI), 11, 16
- Human resources, 122–125
- Hyperbolic tangent, 94
- Hypertext markup language (HTML), 134
- Hypertext transfer protocol (HTTP), 136

- Image
 - classification, 94–95
 - files, 140–141
 - recognition, 12, 130–131
 - scraping, 130
- Inciting Incident scene, 214
- Individual privacy management, 148
- Informed consent, 150
- Innocentive, 185
- Innovative firms, 2
- International Data Corporation, 126
- Internet, 130
- Internet of things (IoT), 21, 66, 151, 170

- Javascript, 140–141
- JetBlue, 165–166
- JSON, 140–141

- Kaggle, 185–186, 188
 - competition, 190–192
- Kantar’s facial coding system, 41
- KontoSensor*, 2, 200–201
 - activation and configuration, 201
 - customer communication, 202–204
 - Datathon, 204–205
 - enhancing activation of, 207–208
 - integrated use cases/functionalities, 201–202
 - predictive overdraft, 205–207
 - sample emails sent out by, 203
 - working on, 208

- Language translation, 92
- Lead nurturing, 26–27
- Lead qualification, 26–27
- Lead scoring and prioritization, 27–28
- Learning algorithm, 84
 - evaluating success of, 84–86
- Leaves, 108
- Lexical diversity, 126
- Line charts, 217–218

-
- LinkedIn, 130–131
 - Logistic Regression, 22
 - Logistics function, 94
 - Long Short-term Memory Networks (LSTMs), 96
 - Long Term Evolution (LTE). *See* 4G
 - Longitude Problem, 183–184

 - “Machine age” for customer insights, 6–7
 - Machine learning (ML), 8, 13, 20–21, 38–39, 63, 80–83, 170, 184
 - age of, 222
 - Big Data era, 79–80
 - call to action, 89–90
 - ethics, 88–89
 - evaluating success of learning algorithm, 84–86
 - stages in learning process, 83–84
 - types of machine learning algorithms, 86–88
 - at work, 81–82
 - Machine-driven content marketing. *See also* Tele-marketing, 2
 - added value of, 63
 - Maintenance, 69
 - Malicious attacks, 89
 - Market
 - basket analysis, 87
 - research to customer insights, 7–8
 - Marketers, 27
 - Marketing. *See also* Content Marketing, 25
 - campaigns, 25–26
 - lead nurturing and lead qualification, 26–27
 - perspective customer experience management, 154–156
 - Measurement error, 84
 - Median method, 207
 - Medical diagnosis, 92
 - Microsoft’s Cortana, 43
 - Minimal viable products (MVPs), 10
 - Minority Report*, 43
 - Minority Report* become reality, 38–39
 - MobileNet, 95
 - Modern sales organization
 - AI and future of sales, 34
 - AI and machine learning, 20–21
 - AI applications in, 23–34
 - sales process of, 24
 - salesforce achieves scalable AI for businesses with data, 21–23
 - Moneyball* (movie), 212–213, 216
 - Moneyball phenomenon, 81
 - Music, 218
 - MySQL server, 141

 - Naive Bayes, 22
 - National Academies of Sciences, Engineering, and Medicine (NASEM), 185–186
 - Natural language analytics, 122–126
 - customer service, 125–126
 - human resources, 122–125
 - Natural language processing (NLP), 2, 22, 96, 120–121
 - emergence of, 119–120
 - Natural language understanding (NLU), 120–121
 - emergence of, 119–120
 - Net Promoter Score®, 162
 - Netflix Prize, 103–104
 - Network competencies, 14–15
 - Networking, 14
 - Neural networks, 92–94
 - architectures and applications, 94–97
 - autoencoders, 97
 - CNN and image classification, 94–95
 - GANs, 95
 - LSTMs, 96
 - reinforcement learning, 97
 - RNNs and NLP, 96
 - transformers, 97
 - Neuroscience, 218
 - News aggregation, 92
 - Next Best Actions, 30–32
 - Nodes, 93, 108
 - Numerai, 185

 - Objective function, 94
 - Office of Science and Technology Policy (OSTP), 185–186
 - Operational data (O-data), 161–162
 - experience data, 162
 - Organizers, 184
 - Over-the-air updates (OTA updates), 10
 - Oxytocin, 212

 - Pace Productivity Inc, 24
 - Pacing, 219
 - Pandora’s Box, 80–81
 - Passive personalization, 61
 - Pattern discovery, 87
 - Peloton, 161
 - Personalizing content, 61–63
 - data and features, 62–63
 - model and applications, 63
 - recommender systems, 61–62
 - Pipeline generation, 29–30
 - “Plug-and-play” technology, 163
 - Poetics*, 219
 - Porsche Case, 9–11
 - Porsche Passion Report, 14
 - Predictable Revenue, 24
 - Prediction models, 53–54
 - Predictive analytics, 200–201
 - Predictive forecasting for sales leaders, 32–34

- Predictive models, 22
- Predictive overdraft, 205–207
- Privacy, 148
 - designing for privacy in age of digital customer insight, 149–154
 - as global driver for data-driven innovation, 149
 - marketing perspective CEM, 154–156
 - privacy-sensitive information systems, 148
- Programmatic advertising, 13
- Protecting privacy, 148
- Python, 206

- Quality of data, 176–177
 - breaking down data silos, 177
 - overcoming lack of access, 176–177
- Quantitative model, 13
- Quantum computing, 12

- R programming language, 136–137
- Random Forest, 22, 60, 88, 92–93, 109, 112, 114, 207
- Random sampling, 85–86
- Random-access memory (RAM), 83
- Readability, 58
- Reading difficulty, 59
- Real business applications of natural language analytics, 122–126
- Real-time navigation, 10–11
- Recommender systems, 61–62, 98–99
- Recurrent neural networks (RNNs), 92, 96
- Recurring behavior, 206
- Regular expressions, 136
- Reinforcement learning, 97
- Relational database, 133
- ReLU activation function, 95
- Request for proposal (RFP), 31
- ResNet, 95
- Revocation, 153
- RMySQL, 141
- RSelenium, 134
- rvest, 134

- Sabermetrics, 212
- Sales
 - AI and future of, 34
 - better decision making with opportunity insights and next best actions, 30–32
 - development, 25, 27, 30
 - lead scoring and prioritization, 27–28
 - and management, 30–34
 - predictive forecasting for sales leaders using voice assistance, 32–34
 - prospecting and pipeline generation, 29–30
 - Salesforce achieves scalable AI for businesses, 21–23
 - structured data, 22
 - unstructured data, 22–23
 - Salesforce Einstein, 22–23
 - Salesforces AutoML models, 22
 - Santander Customer Satisfaction, 185
 - SAP Analytics Cloud, 173, 179
 - SAP Business Technology platform, 171, 173
 - SAP Data Warehouse Cloud, 173, 177, 180
 - SAP HANA Cloud, 173–175
 - data tiers in, 175
 - SAS, 206
 - Scalable AI for businesses, 21–23
 - Scraping, 130
 - Scraping logic, 136
 - Screen scraping, 130
 - Search engine optimization (SEO), 53
 - Search engines, 16
 - Seekers, 184
 - Self-driving cars, 92
 - Sensors, 80
 - Sentiment analysis, 59, 128
 - “Serena,” developing chatbot persona, 45–46
 - Shallow learning methods, 114
 - Sigmoid, 94
 - Smart home technology, 69
 - Smart logistics, 69–70
 - Smart transportation, 69–70
 - Soap-operas, 53
 - Social media, 11–12, 20, 55
 - Sociological models, 16
 - Somatic marker hypothesis, 39
 - Sponsors, 184
 - Stakeholders, experiences of, 161
 - Statistical modeling, 81–82
 - Storytelling, 212–213
 - Amazon, 215
 - anticipation, 219
 - Arc de Triumph, 219–220
 - back to data, 213
 - constructing, 215–217
 - flip and ramp, 221–222
 - framing, 219
 - getting help out of weed pile, 214–215
 - honing slide and chart, 215
 - line charts, 217–218
 - music, 218
 - neuroscience, 218
 - pacing, 219
 - from past tense to right now, 222–223
 - putting together big moment without designer or Brad Pitt, 221
 - starting with key scenes, 213–214
 - story creates data revolution, 211–212
 - Structured data, 22
 - Superpower, 172

-
- Supervised learning, 86–87
 - Support vector machines (SVMs), 86–88, 92–93
 - Synthesizing competencies, 13–14
 - Sys. sleep(x) function, 137

 - T-statistics, 15
 - Technological and organizational measures, 149
 - Technology transformations, 10
 - Telemarketing. *See also* Content Marketing;
 - Machine-driven content marketing
 - conversions, predicting, 105
 - decision tree, 108
 - Telemedicine, 68
 - Text analytics, 2
 - Text classification models, 15
 - Text Mining, 120–121
 - emergence of, 119–120
 - project considerations, 126–128
 - technologies, 128
 - Text processing methods, 128
 - The Furrow (agricultural magazine), 52
 - “Time Series” method, 206
 - Time-consuming factor analysis, 5–6
 - Time-wise fraction of article read, 57
 - Transformation process, 2
 - Transformer(s), 97
 - transformer-based language models, 114
 - TransmogriAI, 22, 33
 - Transmogriification, 22
 - “Transparency”-myth, 150–152
 - communicate risks relevant to users, 151–152
 - contextualize data collection, 150–151
 - TripAdvisor, 131
 - TunedIT, 185
 - Turing, Alan, 20
 - Turing machine, 20
 - Turning Point scene, 214
 - Turning raw sensory information, 83
 - Twitter, 130–131

 - Uber, 9–10, 161
 - Under Armour, 166–167
 - Uniform resource locators (URLs), 134–135
 - Units, 93
 - Universal Mobile Telecommunications System (UMTS), 65

 - Unstructured data, 22–23
 - Use cases for 5G, 68, 70–71
 - applications at national or regional scale, 69
 - enterprise applications for advancement of communities, 69
 - entertainment, 70
 - personal, home, and social applications, 68–69
 - smart transportation and smart logistics, 69–70
 - Use-oriented development processes, 6

 - Valence, 39–41
 - Validation of facial coding, 40–41
 - Value generation of customer insights, 15–16
 - Variable cost per contact (VCPC), 125
 - VGG, 95
 - Visualization tools, 13
 - Vodafone, 69
 - Voice assistance, 32, 34, 39
 - challenges and benefits of using voice assistants in research, 44
 - designing voice driven chatbot, 44–45
 - developing chatbot persona “Serena,” 45–46
 - Einstein voice assistant smart speaker, 33
 - generating customer insights through, 43–47
 - outlook on further applications of, 46–47
 - utilizing conversational AI to create structure to voice assistant generated data, 43–44
 - Voice coding, 2
 - Voice driven chatbot, designing, 44–45

 - Weather sensors, 80
 - Web scraping, 130
 - World Health Organization (WHO), 185–186

 - XGBoost, 60, 63, 112, 114
 - XML, 140–141
 - XML path language (XPath), 136, 138

 - Yelp, 89

 - ZFNet, 95
 - ZINDI, 185