ANSWERROCKET

Leveraging ChatGPT & AI for **On-Demand CPG Insights & Analytics**

LEAD Marketing CONFERENCE
Loyalty · Engagement · Analytics · Digital
VIRTUAL EDITION

Who We Are

Joey Gaspierik
Enterprise Accounts

Mike Finley
CTO & Chief Scientist

What We Do

AnswerRocket makes it easy for business users to explore, analyze, and discover insights from their data.

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Poll Question #1
Re GPT-Enabled Solutions

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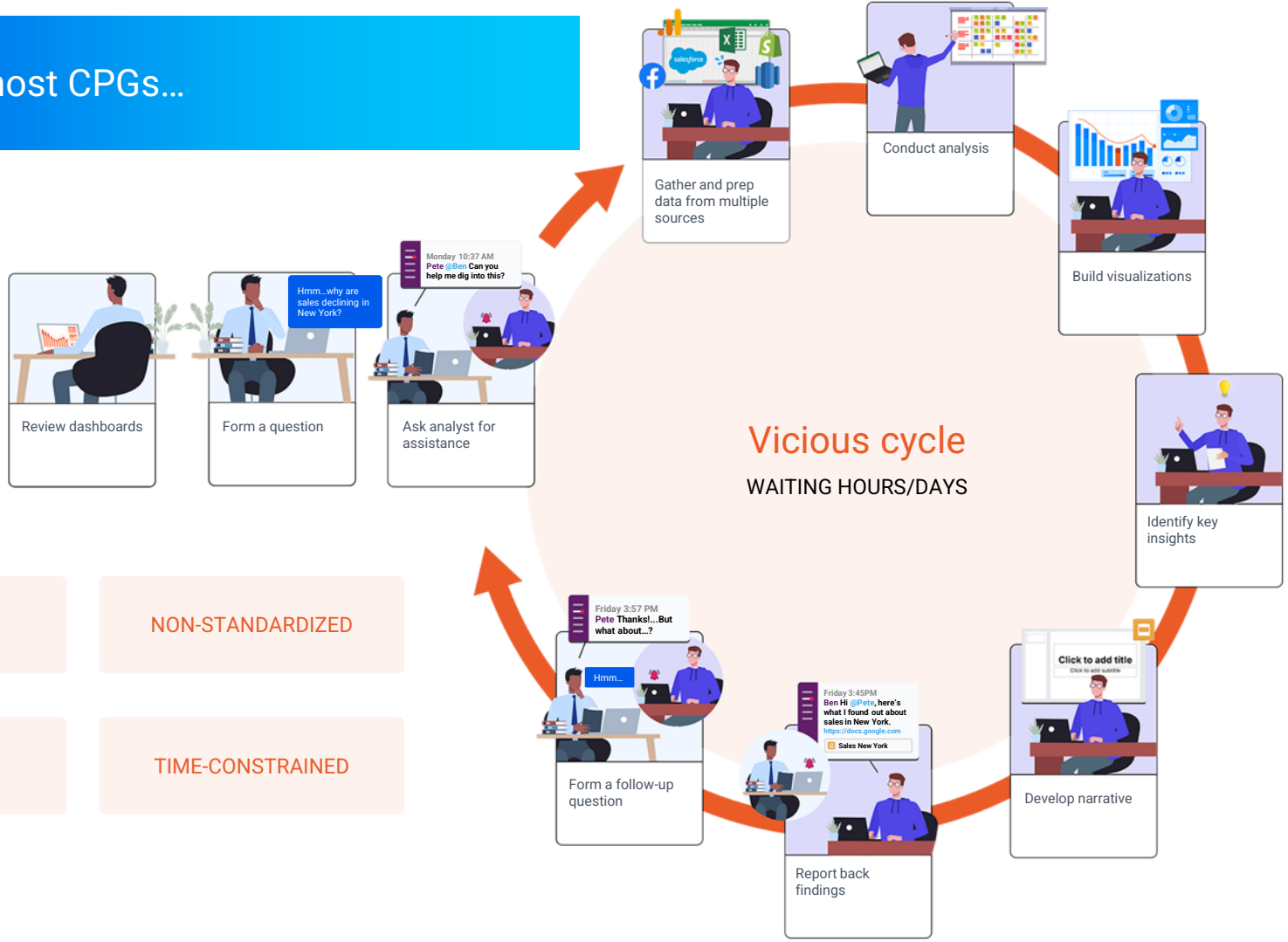
How Can AI be Used for Analytics?

Analysis at most CPGs…



MANUAL

NON-STANDARDIZED

BIASED

TIME-CONSTRAINED

AI + Human = Augmented Analytics

Current self-service solutions fall short of enabling users to understand the *why*

CURRENT STATE

Limited self-service

Users still heavily reliant on analysts for answers

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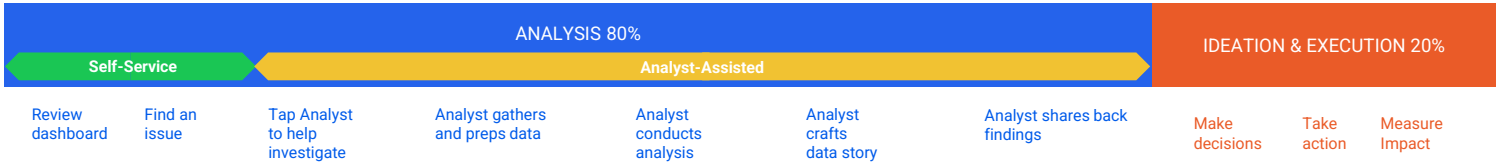
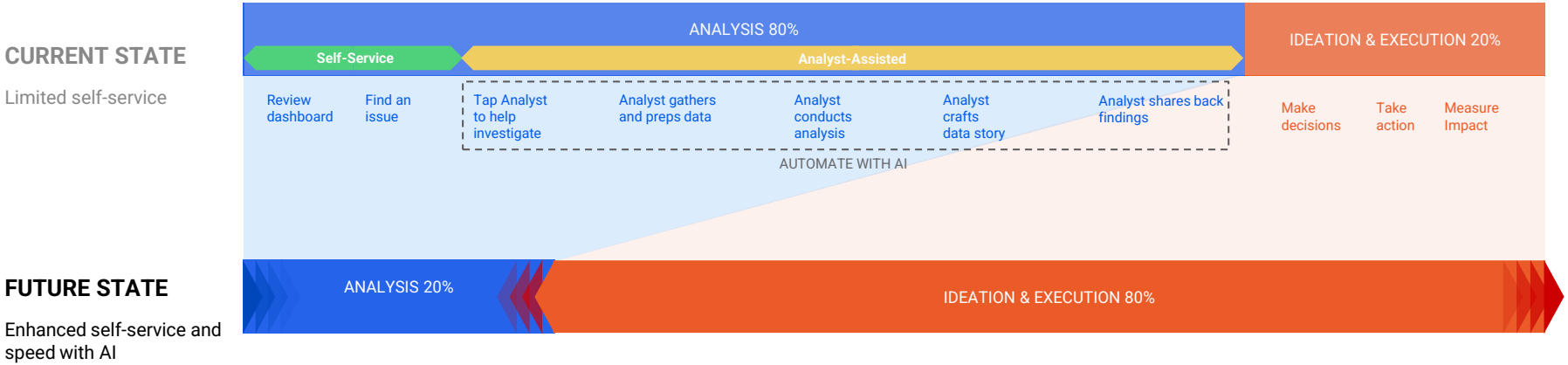


Users still heavily reliant on analysts for answers

AI + Human = Augmented Analytics

AI empowers users to self-service more of their analysis for faster, data-driven decisions



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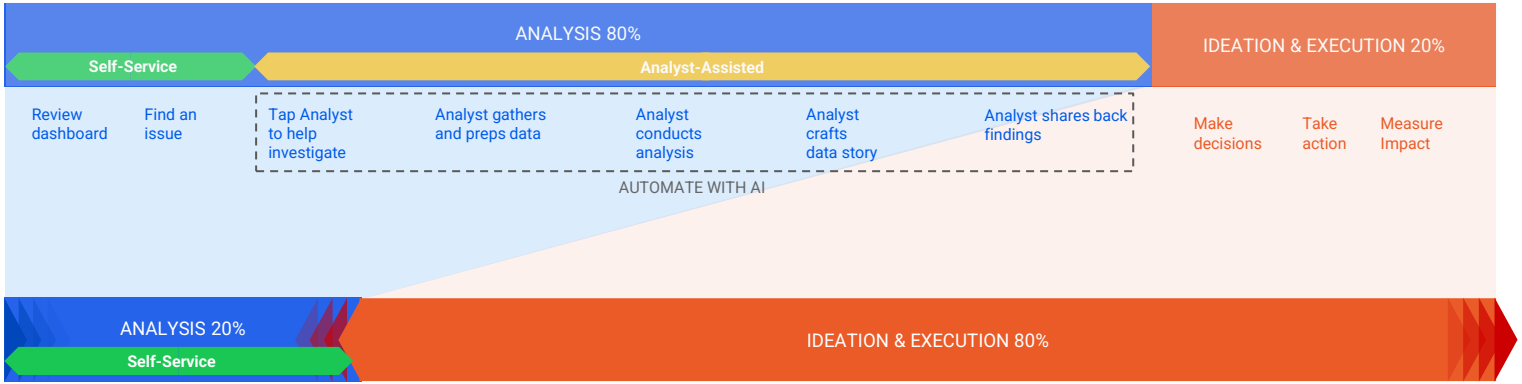
CURRENT STATE

Limited self-service

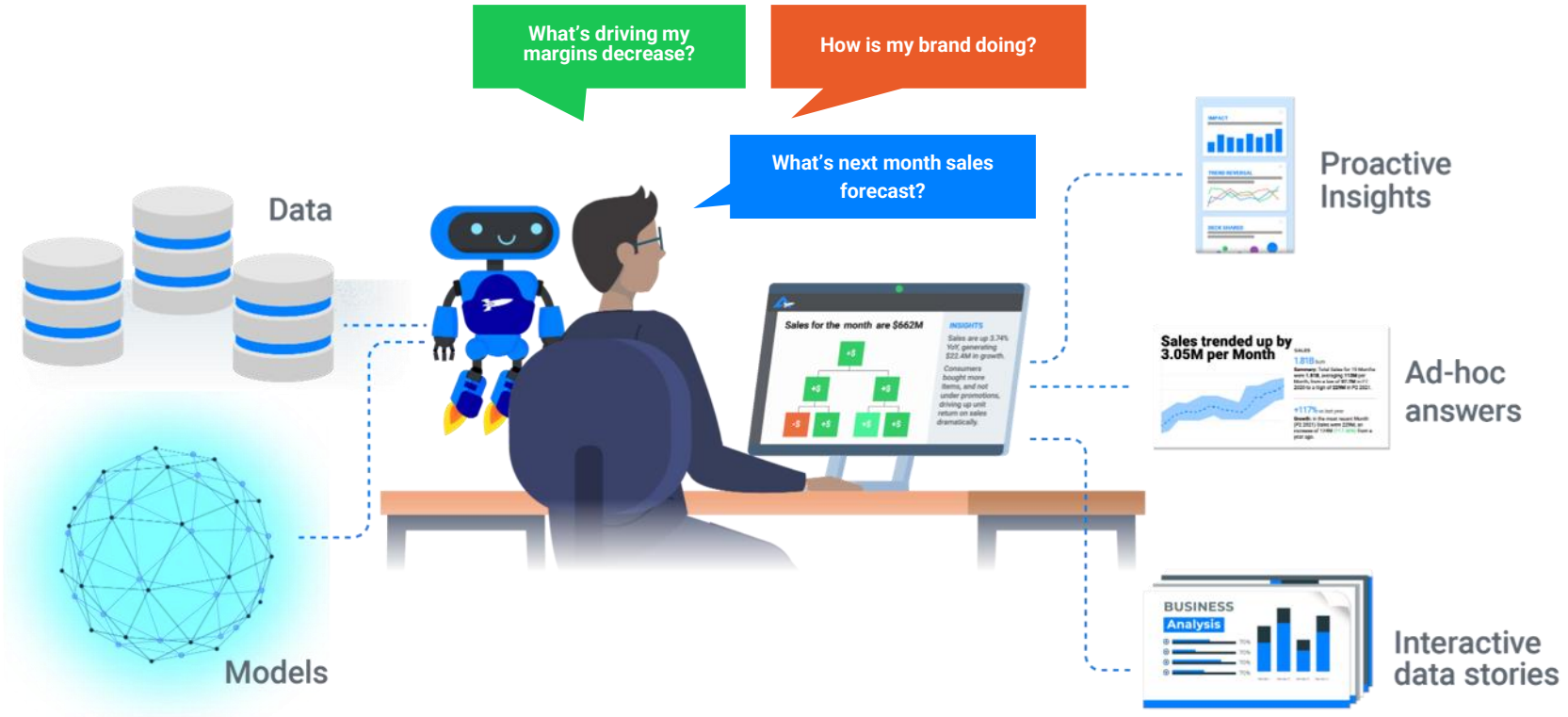


FUTURE STATE

Enhanced self-service and speed with AI

Users get answers instantly and analysts reclaim time

Advanced Analysis for Business Users



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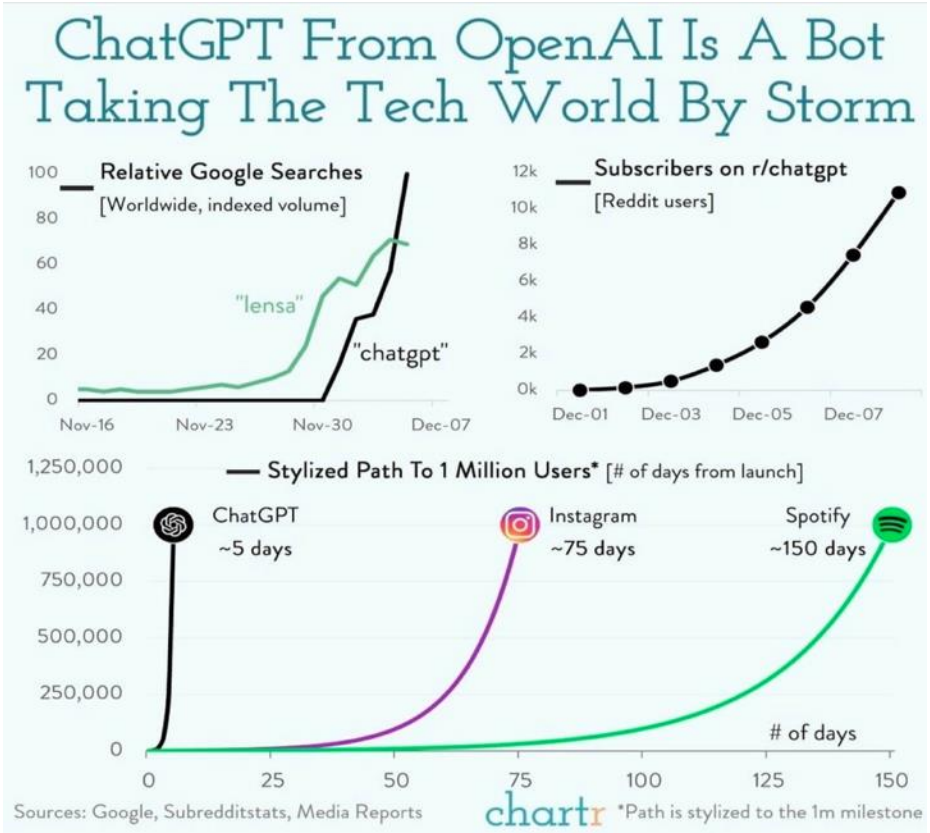
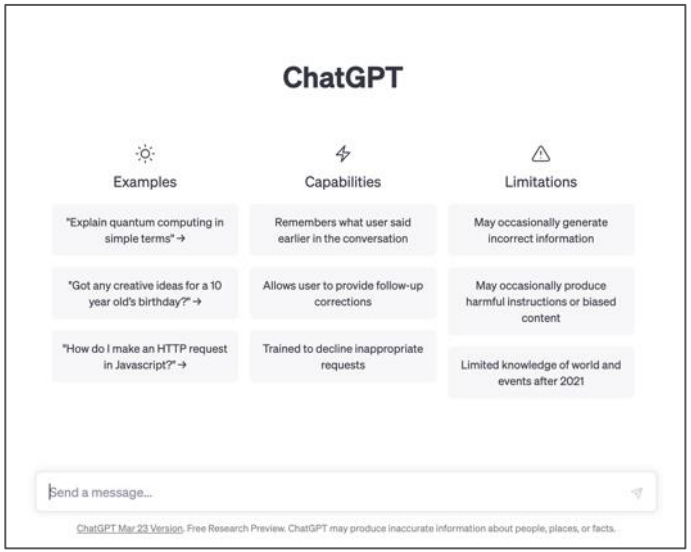
Along Came ChatGPT

ChatGPT Made AI Accessible to the Masses



What’s Different About ChatGPT?



- A large language model developed by OpenAI
- Trained on massive amounts of text data to generate human-like responses to natural language prompts
- Understands a variety of languages and domains
- Part of a larger umbrella of “generative AI” tools

So Many Use Cases…It Starts With a Prompt

Tell me a joke…

Explain like I’m 5 years old…

Give me 3 ideas for…

What are the pros and cons of…

Summarize this text…

Outline a blog post about…

Act like a…

Companies Are Starting to Experiment

Sorting spam from real consumer messages
- CIO.com, March 2023

Creating content and brand experiences
- Forbes, February 2023

Creating videos answering common customer questions
- Insider Intelligence, February 2023

Daybreak Insights

TEXT GENERATIVE AND CONVERSATIONAL AI LANDSCAPE*

Companies with ChatGPT-like Functions

Text Analysis

Text Summarization

scholarcy, TLDR this, agolo, IntelliPPT, genei, spaCy, yabble, bundleIQ, upword*, Summarizer, QuillBot, IRIS.AI

Sentiment Analysis

Repustate. data in sight, MonkeyLearn, meaning cloud, Rosette TEXT ANALYTICS, RAPIDMINER, Talkwalker, Lexalytics, Dandelion API, opentext, co:here, awario, {}Komprehend

Text Translation

DeepL, SMARTLING, modernMT, textunited, Taia.io, SONIX, Phrase, Reverso, AppTek, Smartcat, TRANSPERFECT, RWS

Conversational AI

Virtual Assistants

Siri, alexa, SoundHound, Bard, Google Assistant, Claude, Socratic, fireflies.ai, Replika, augment, 24me, ELSA, youper, clara

Chatbot Building Platforms

avaamo, nlx, Openstream.ai, aivo, imperson, OneReach.ai, boost·ai, Omilia, inbenta, AMELIA, Landbot, EBI.AI

Chatbot Frameworks & NLP Engines

amazon LEX, LUIS, botpress, JOVO, COGNIGY, Microsoft Bot Framework, kore.ai, RASA, IBM Watson, yellow.ai, Dialogflow

Writers

Jasper, Writesonic, articleforge, AI-WRITER, INK, Rytr, CLOSERS COPY, Scalenut, copy.ai, frase, WordAi, wordtune, copysmith, grammarly

Coders

Codiga, tabnine, GitHub Copilot, Intellicode, Amazon CodeWhisperer, replit, Ponicode, K.Explorer, BLACKBOX, AIXcoder, Ask Codi, mutable.ai, codeium, Kodezi

Search

neeva, Perplexity, YOU, nuclia, algolia, coveo™, Lucidworks, Hebbia, YEXT, raffle, Andi, vespa, KOMO, DIFFBOT

Language Models

GPT-4, LaMDA, DeepMind CHINCHILLA, T5, GPT Neo, XLNet, BLOOM, MEGATRON-TURING NLG, ELECTRA, XLM-RoBERTa, OPT-IML, Google BERT

*Source: DaybreakInsights.com, March 2023. This graphic shows only a sampling of companies from our full Text Generative and Conversational AI research.

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Poll Question #2
Re Generative AI Tools

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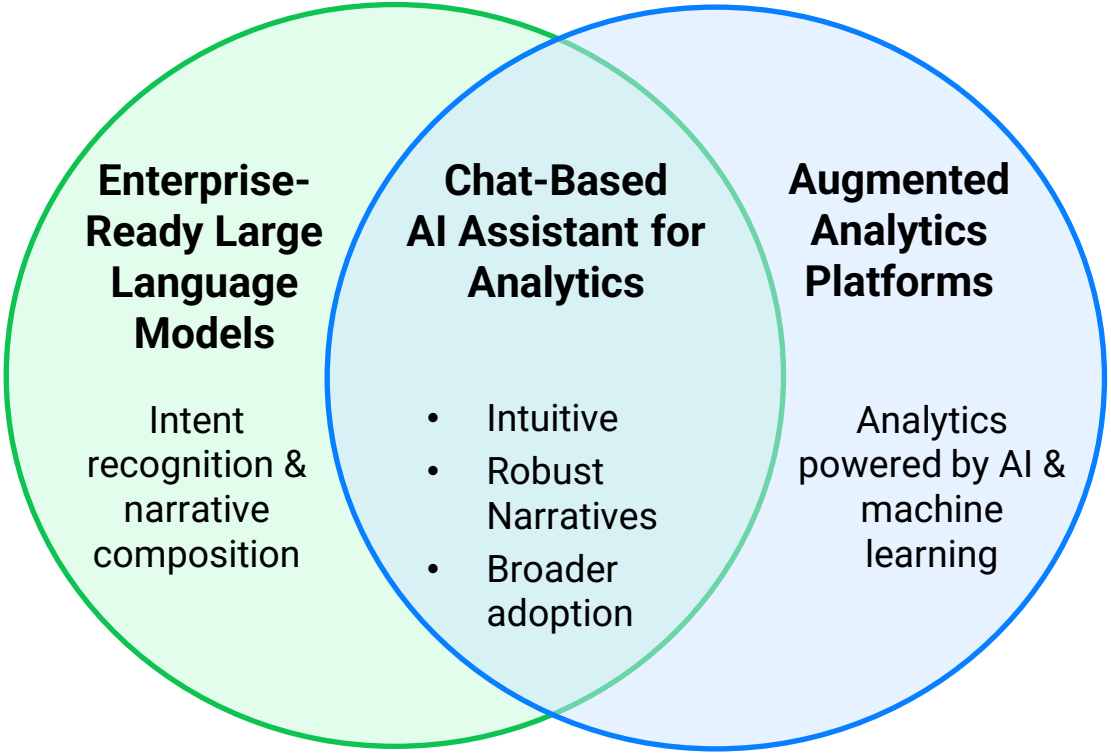
Using ChatGPT for Analytics & Insights

Can ChatGPT Analyze Your Data?

What It's Good At	What It's Not Good At
• Understanding human dialogue • Determining user intent • Responding to a variety of prompts • Generating text • Basic data analysis and visualizations	• Enterprise-level security • Math • Sticking to the facts • Connecting to various data sources • Understanding your unique company and business concepts • Domain-specific analysis & insights

A Powerful Combination



What This Means for Marketers

What if you could get answers and insights from your data …just by chatting?

Data-driven decision making at scale

Where Does Knowledge Live in Your Company?

DB Tables

Spreadsheets

Reports

Dashboards

Presentations

Documents

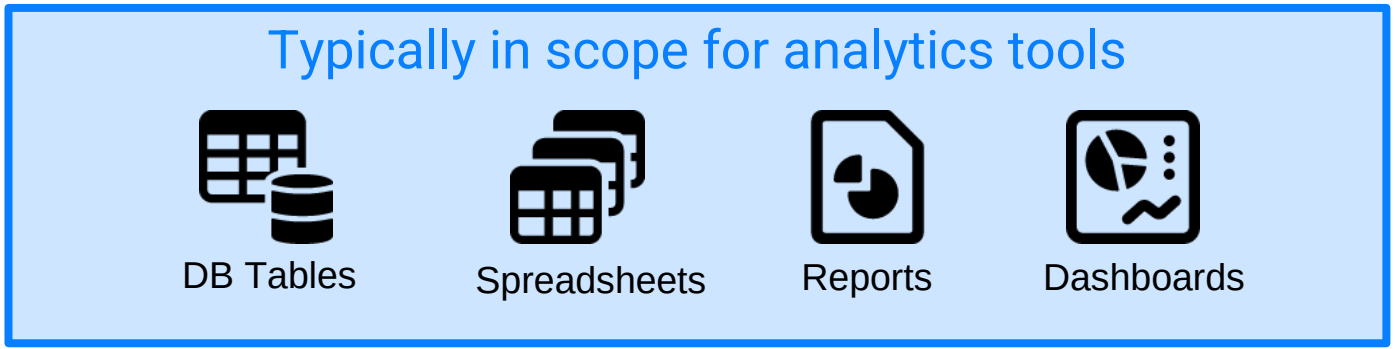
Surveys

Chats

Emails

Website

Where Does Knowledge Live in Your Company?



Where Does Knowledge Live in Your Company?

Now possible to search across these sources of knowledge

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Spreadsheets

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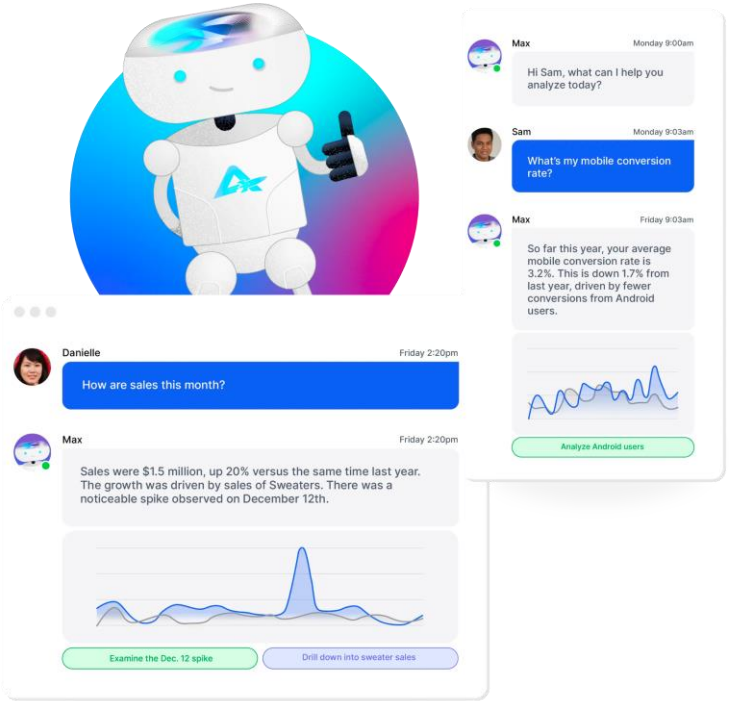
Meet Max, An AI Assistant for Analytics



- Available whenever you need
- Connected to your data
- Skilled in advanced analytics
- Spins raw data and facts into insightful narratives

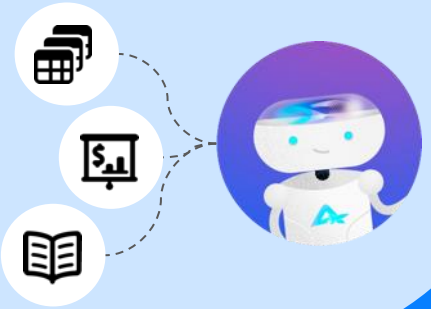
Ask Questions, Get More Complete Answers

Ask questions about your business performance

Danielle

How is my brand doing this month?

Max compiles & analyzes the relevant company knowledge



Max presents a narrative answer with visualizations

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Use Cases for CPGs

Optimize Category/Brand Performance Drivers

What is driving my brand's market share?

Analyzing relevant data…

Syndicated Retail Sales Data

NielsenIQ

Assessing Sub-categories…
Manufacturers…
Brands…

Based on analysis of your brand, the key drivers of your market share are…

Understand Consumer Sentiment Drivers

What's driving consumer sentiment for my brand?

Analyzing relevant data...

Panel Data

KANTAR

Assessing Brands...
Age groups...
Income bands...
Markets...

Based on analysis of your brand, **salience**, **meaningful**, and **difference** are positively trending this quarter in the US...

Other Use Cases

- Marketing effectiveness
- SKU optimization
- Field sales enablement
- Sales volume analysis
- Sales effectiveness
- Financial / P&L analysis
- Shipment analysis
- And many more

Questions?

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Scan to request access to Max