

DATA CULTURE 2.0:
LEVERAGING AI TO BUILD HUMAN
CONNECTIONS AND EXPAND YOUR
INFLUENCE

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About Us



- Sr Analytics Engineer, Data Culture
- Mechanical Engineering background before switching over to data



- CEO, Data Culture
- 3x Head of Data (2 successful exits)
- 15 years of experience as a data practitioner and business stakeholder

 Business Insider

ChatGPT: The 10 jobs most at risk of being replaced by AI

It's getting clearer that AI like ChatGPT could displace white-collar workers the most. Here are the positions that could see the biggest...

1 week ago




 Fortune

Over 4,000 workers have lost their jobs to AI since May, outplacement firm estimates—and that's 'certainly undercounting'

There are probably more jobs in the economy that are being cut because of AI already than are getting attributed to that or announced."

1 month ago

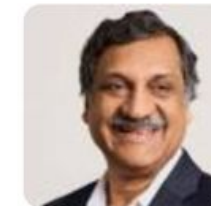


 CNBC

Nearly half of CEOs believe AI could replace their own jobs, says new poll—and 47% say that's a good thing

Many American CEOs say they're worried about their workplace's lack of AI skills, a new survey of C-suite executives and workers found.

Sep 19, 2023



 Washington Post

ChatGPT took their jobs. Now they're dog walkers and HVAC techs. - The Washington Post

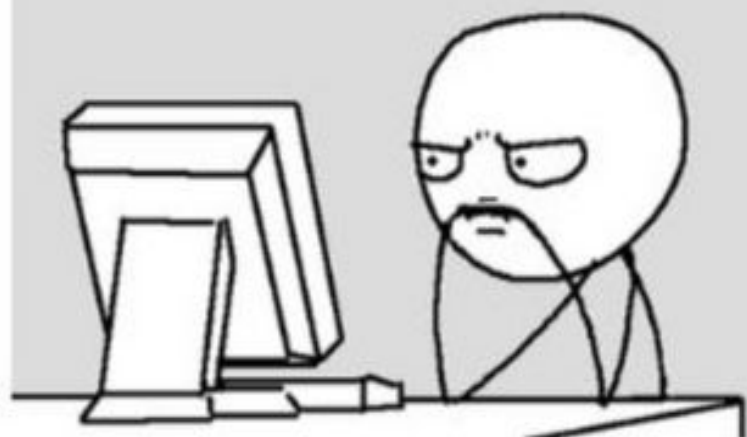
Meet the people who have already lost their jobs to AI.

Jun 2, 2023

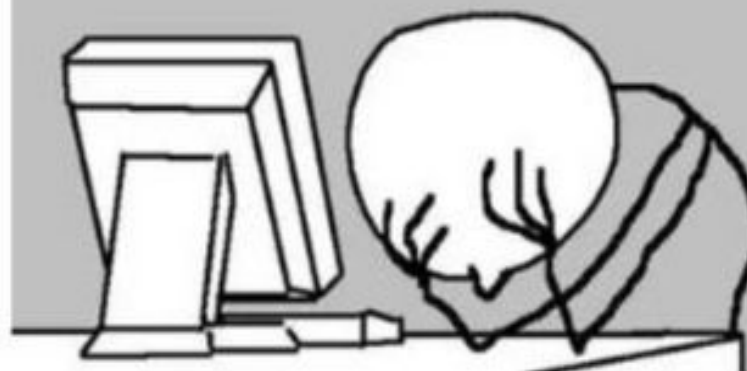


Before Chat GPT

* Developer coding - 2 hours



* Developer debugging - 6 hours

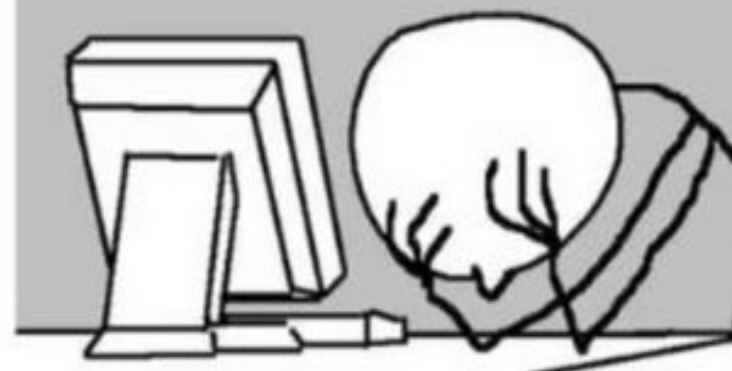


After Chat GPT

* ChatGPT generating code - 5 min



* Developer debugging - 24 hours





Santiago 

@svpino

AI will not replace you. A person using AI will.

8:00 AM · Jan 5, 2023 · **4.1M** Views

6,783 Reposts

752 Quotes

41.6K Likes

1,655 Bookmarks

Here are the 3 things we will dig into:

1. Leverage AI to pinpoint and hypothesize the metrics and areas of the business you can drive the most impact

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- 2. Validate your hypotheses with business stakeholders and build trust and influence along the way**

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1. Leverage AI to pinpoint and hypothesize the metrics and areas of the business you can drive the most impact
2. Validate your hypotheses with business stakeholders and build trust and influence along the way
3. Act like an owner of the business, not just the data stack

A Day in the Life of a Data Practitioner

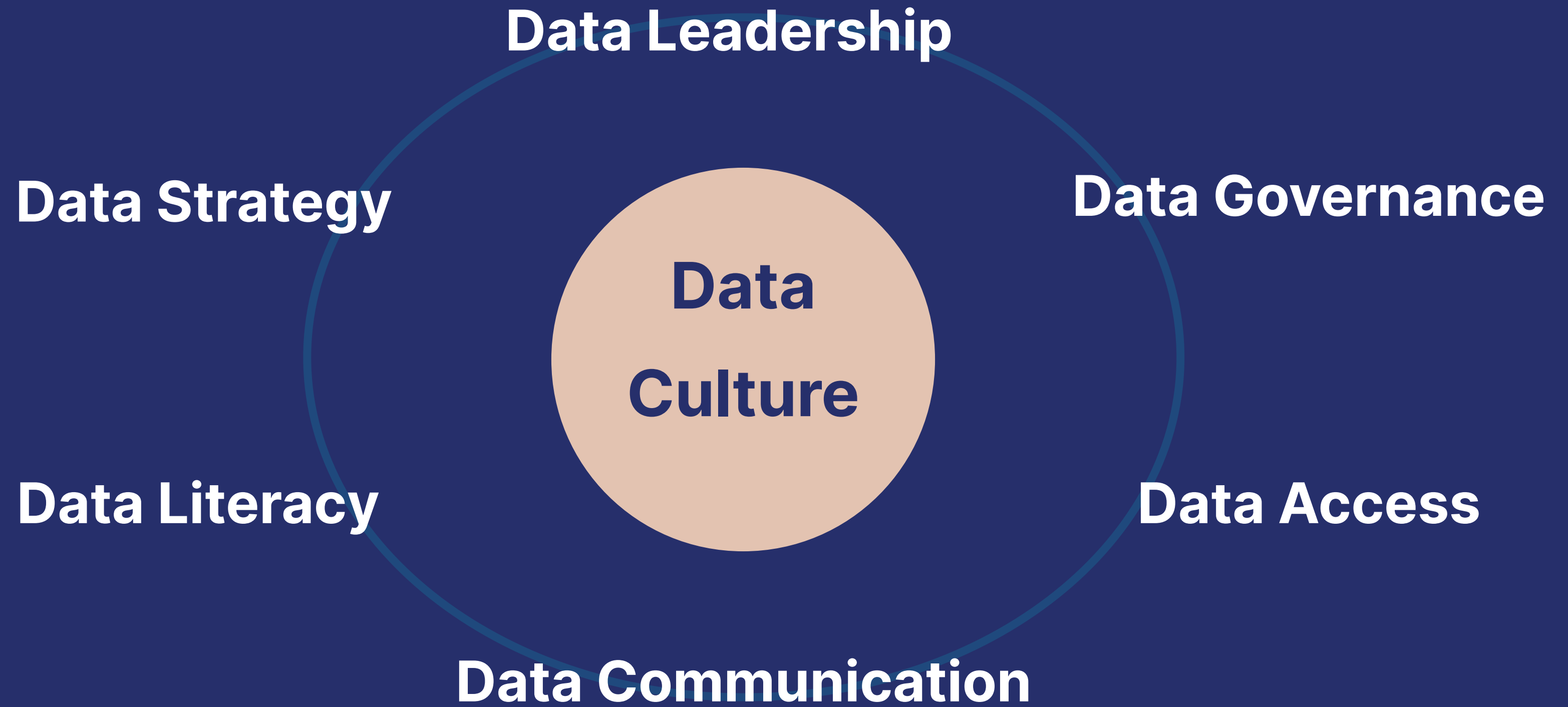
Expectation

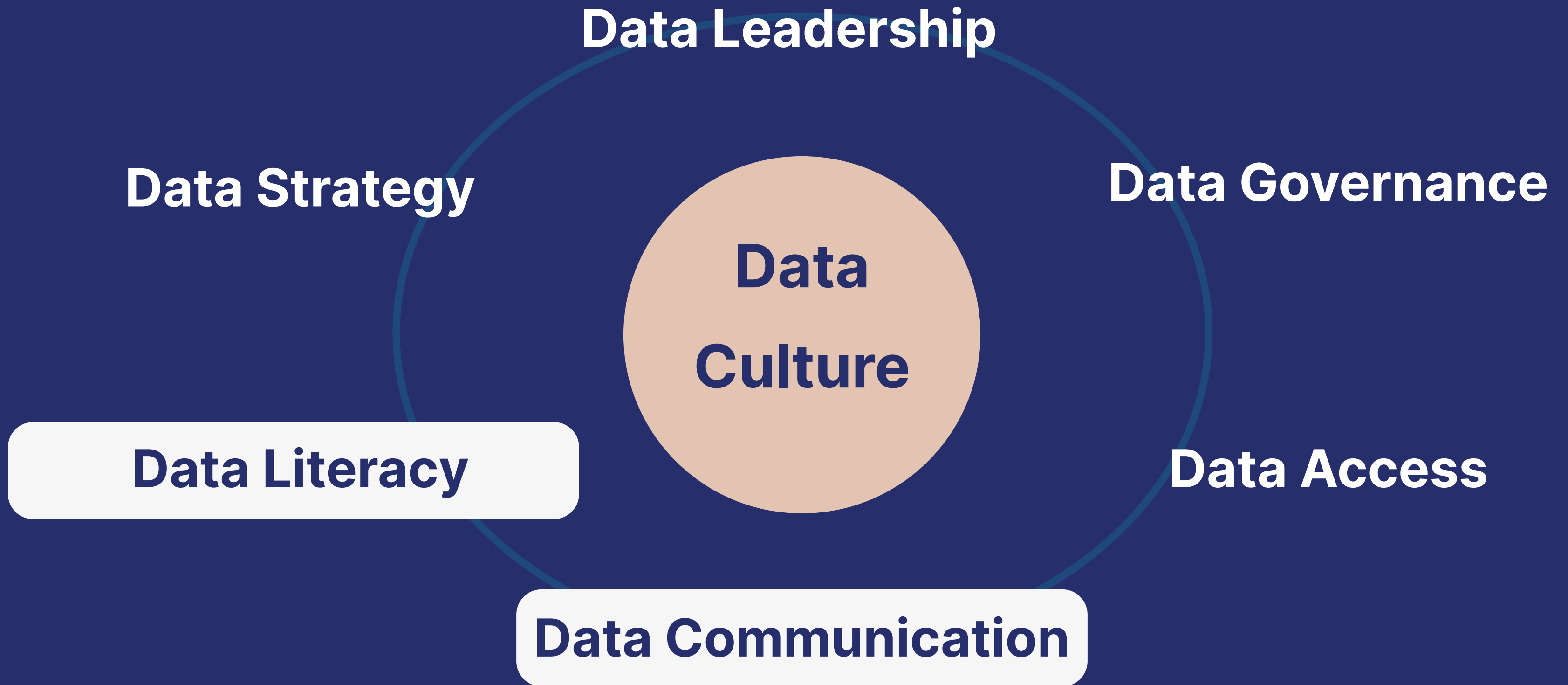


A Day in the Life of a Data Practitioner

Reality



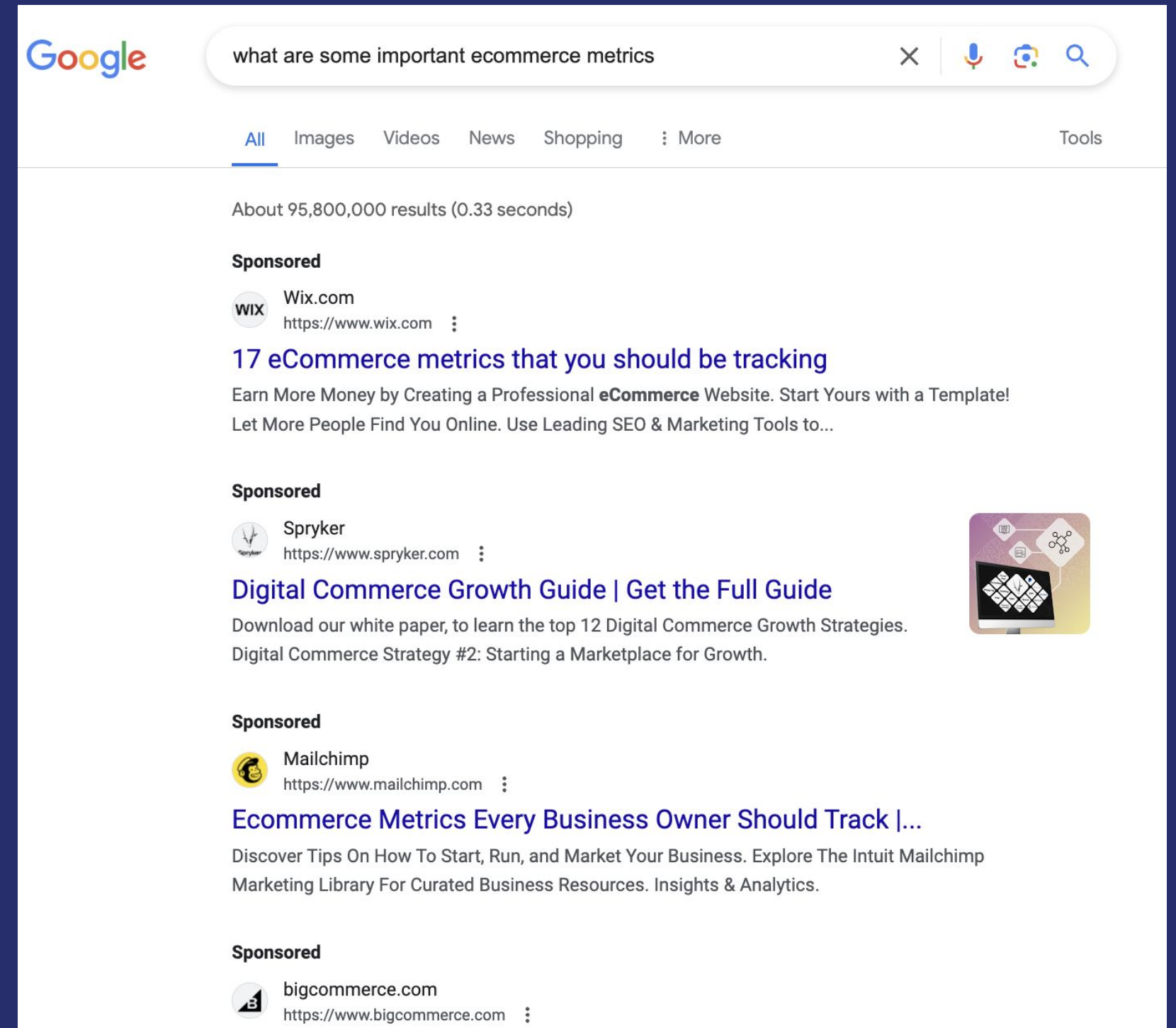




1. Leverage AI to **pinpoint and hypothesize the metrics** and areas of the business you can drive the most impact

Before ChatGPT (GenAI)

- 1/3 of the page were sponsored
- 5 -10 articles and forums that you parsed through

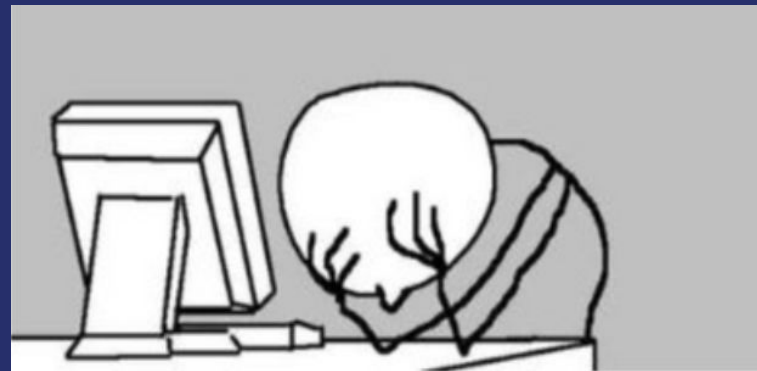


The screenshot shows a Google search results page for the query "what are some important ecommerce metrics". The search bar at the top contains the query and the Google logo. Below the search bar, there are navigation tabs for "All", "Images", "Videos", "News", "Shopping", and "More", along with a "Tools" link. The search results indicate "About 95,800,000 results (0.33 seconds)".

The results are dominated by sponsored content:

- Sponsored:** Wix.com. Title: "17 eCommerce metrics that you should be tracking". Description: "Earn More Money by Creating a Professional eCommerce Website. Start Yours with a Template! Let More People Find You Online. Use Leading SEO & Marketing Tools to..."
- Sponsored:** Spryker. Title: "Digital Commerce Growth Guide | Get the Full Guide". Description: "Download our white paper, to learn the top 12 Digital Commerce Growth Strategies. Digital Commerce Strategy #2: Starting a Marketplace for Growth." An image of a white paper is shown to the right.
- Sponsored:** Mailchimp. Title: "Ecommerce Metrics Every Business Owner Should Track |...". Description: "Discover Tips On How To Start, Run, and Market Your Business. Explore The Intuit Mailchimp Marketing Library For Curated Business Resources. Insights & Analytics."
- Sponsored:** bigcommerce.com. Title: "Ecommerce Metrics Every Business Owner Should Track |...". Description: "Discover Tips On How To Start, Run, and Market Your Business. Explore The Intuit Mailchimp Marketing Library For Curated Business Resources. Insights & Analytics."

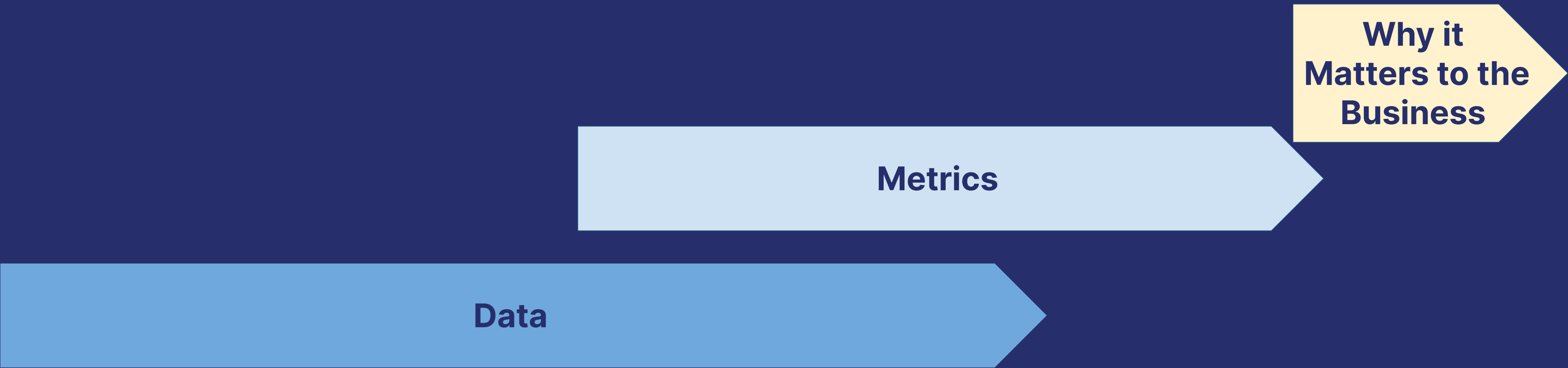
1 hour later ...



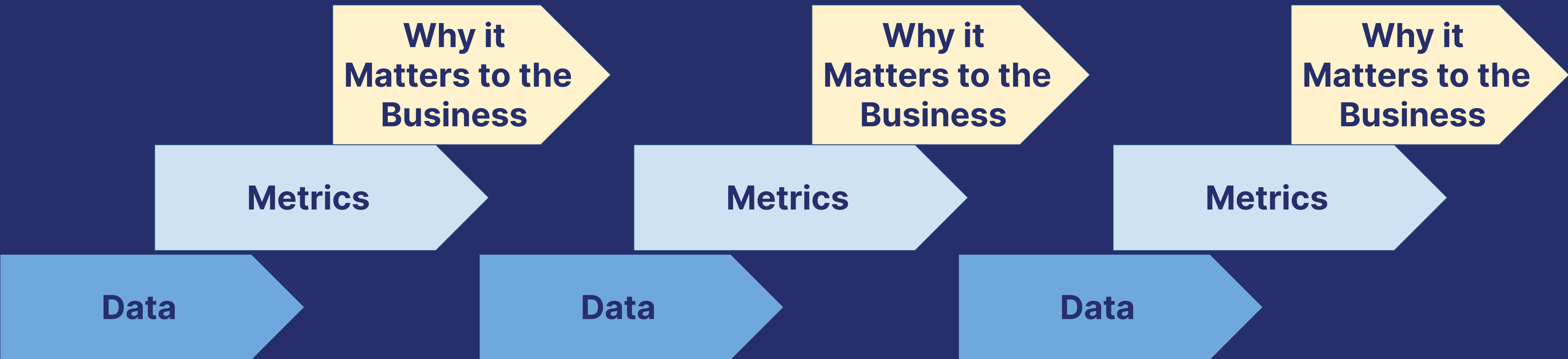
Still may not have summarized talking points for business stakeholders

A screenshot of a Google search page for the query "what are some important ecommerce metrics". The browser's address bar and tabs are visible at the top. The search results show a "People also ask" section with three questions highlighted by orange arrows pointing to the right. The first question is "What are the metrics of ecommerce?", the second is "What are the 5 of measurement in e commerce?", and the third is "What are the 3 KPIs a new e commerce platform should strive to achieve?". Each question is followed by a brief answer and a link to a relevant article. The first link is from AgencyAnalytics, the second from Shopify, and the third is also from Shopify. The browser tabs at the top include "what are son...", "Ecommerce", "20 Key Econ...", "The 9 Key Ec...", "15+ Most Im...", and "35 Ecommerce...".

Your Time Spent Now



Your Time Spent After This



Initial Prompt

ChatGPT 4 ▾



You

you're a new data analyst at a wellness e-commerce company. what are some of the key performance indicators you need to learn? please provide a list of metrics to ask business stakeholders about. what data sources would the metric come from?

- **Average Order Value (AOV):** The average amount spent each time a customer places an order. It helps in understanding buying behavior.
- **Conversion Rate:** The percentage of website visitors who make a purchase. This metric is crucial for evaluating the effectiveness of the website and marketing efforts.
- **Customer Lifetime Value (CLV):** The total revenue a business can expect from a single customer account. It helps in understanding the long-term value of customers.

ChatGPT 4 ▾



ChatGPT

As a new data analyst at a wellness e-commerce company, focusing on key performance indicators (KPIs) that provide insights into customer behavior, product performance, and overall business health is essential. Here's a list of critical metrics to discuss with business stakeholders, along with potential data sources for each metric:

1. Sales Performance Metrics

- **Revenue:** Total sales revenue over a specific period. It's a primary measure of the company's financial health.
- **Average Order Value (AOV):** The average amount spent each time a customer places an order. It helps in understanding buying behavior.
- **Conversion Rate:** The percentage of website visitors who make a purchase. This metric is crucial for evaluating the effectiveness of the website and marketing efforts.
- **Customer Lifetime Value (CLV):** The total revenue a business can expect from a single customer account. It helps in understanding the long-term value of customers.
- **Revenue by Product Category:** Revenue generated from each product category, indicating which categories are the most and least popular.

Data sources: E-commerce platform analytics, sales database, customer relationship management (CRM) software.

2. Customer Behavior Metrics

- **Customer Acquisition Cost (CAC):** The cost associated with convincing a customer to buy a product/service. This metric is essential for evaluating the effectiveness of marketing campaigns.
- **Retention Rate:** The percentage of customers who return to make additional purchases. High retention rates are indicative of customer satisfaction and loyalty.



Message ChatGPT...



Prioritization

ChatGPT 4 ▾



You

what are the top 5 metrics I should focus on for the business and which function could provide more context about it?

2. Average Order Value (AOV):

- Metric Importance: AOV measures the average amount of money customers spend per order, which directly impacts revenue generation and profitability.
- Context Provider: The sales and marketing teams can provide insights into upselling and cross-selling strategies, pricing promotions, and product bundling initiatives that influence AOV. Additionally, the finance team can provide insights into the impact of discounts and promotions on overall revenue and profitability.

ChatGPT

Determining the top 5 metrics to focus on for the business depends on its specific goals, challenges, and strategies. However, based on common objectives in e-commerce, here are five key metrics and the functions that could provide more context about them:

1. Conversion Rate:

- Metric Importance: Conversion rate directly reflects the effectiveness of the website in turning visitors into customers. A high conversion rate indicates that the website is successfully persuading visitors to take the desired action, such as making a purchase.
- Context Provider: The marketing team can provide insights into the effectiveness of various marketing campaigns, promotional activities, and website optimizations that influence conversion rates. Additionally, the UX/UI design team can offer insights into website design elements affecting conversion rates.

2. Average Order Value (AOV):

- Metric Importance: AOV measures the average amount of money customers spend per order, which directly impacts revenue generation and profitability.
- Context Provider: The sales and marketing teams can provide insights into upselling and cross-selling strategies, pricing promotions, and product bundling initiatives that influence AOV. Additionally, the finance team can provide insights into the impact of discounts and promotions on overall revenue and profitability.

3. Customer Acquisition Cost (CAC):

- Metric Importance: CAC measures the cost incurred to acquire a new customer and is crucial for ensuring sustainable growth and profitability. A high CAC relative to the customer lifetime value can indicate inefficiencies in marketing and acquisition strategies.
- Context Provider: The marketing and finance teams are primary sources of information for understanding the costs associated with various marketing channels, advertising campaigns, and customer acquisition initiatives. They can provide insights into the effectiveness of marketing spend and customer acquisition efforts.

2. Validate your hypotheses with business stakeholders and **build trust and influence** along the way

Verification

ChatGPT 4 ▾



You

how can i verify with business stakeholders? what are some questions I should ask them?

2. Average Order Value (AOV):

- How do you currently measure and track average order value?
- Are there any pricing strategies or promotions that have significantly impacted AOV recently?
- What actions are being taken to increase AOV, and how can data analysis support these efforts?

ChatGPT

Verifying metrics with business stakeholders is crucial to ensure alignment between data analysis and organizational goals. Here are some questions you can ask them to verify and gain insights into the chosen metrics:

1. Conversion Rate:

- How do you define a conversion for our business?
- Are there any specific conversion actions or goals that are more important to the business?
- Can you provide insights into any recent changes or initiatives that might have influenced conversion rates?

2. Average Order Value (AOV):

- How do you currently measure and track average order value?
- Are there any pricing strategies or promotions that have significantly impacted AOV recently?
- What actions are being taken to increase AOV, and how can data analysis support these efforts?

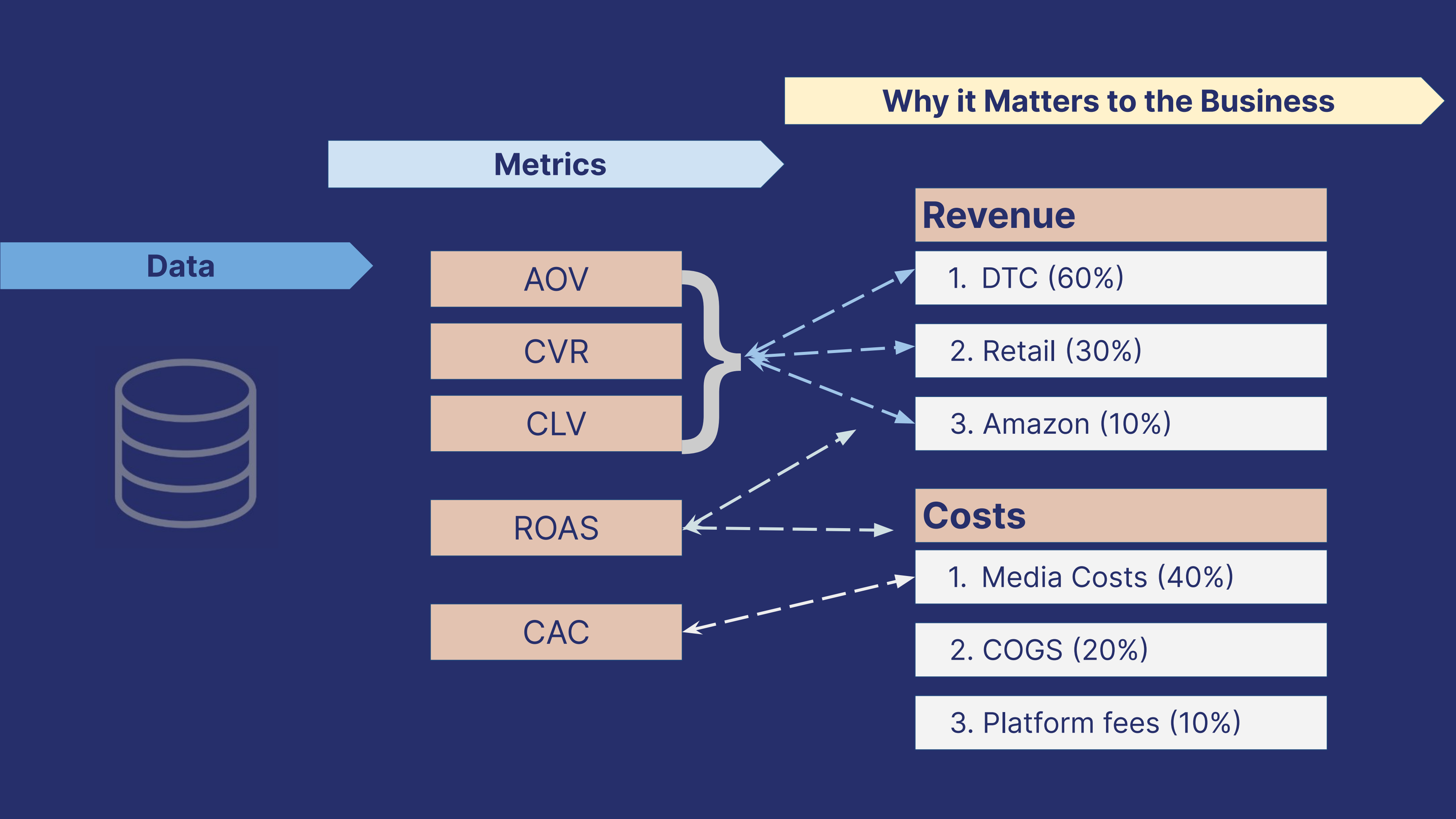
3. Customer Acquisition Cost (CAC):

- How are we currently calculating customer acquisition cost?
- Are there specific marketing channels or campaigns that are more cost-effective in acquiring customers?
- What benchmarks or targets do we have in place for CAC, and how are we tracking against them?

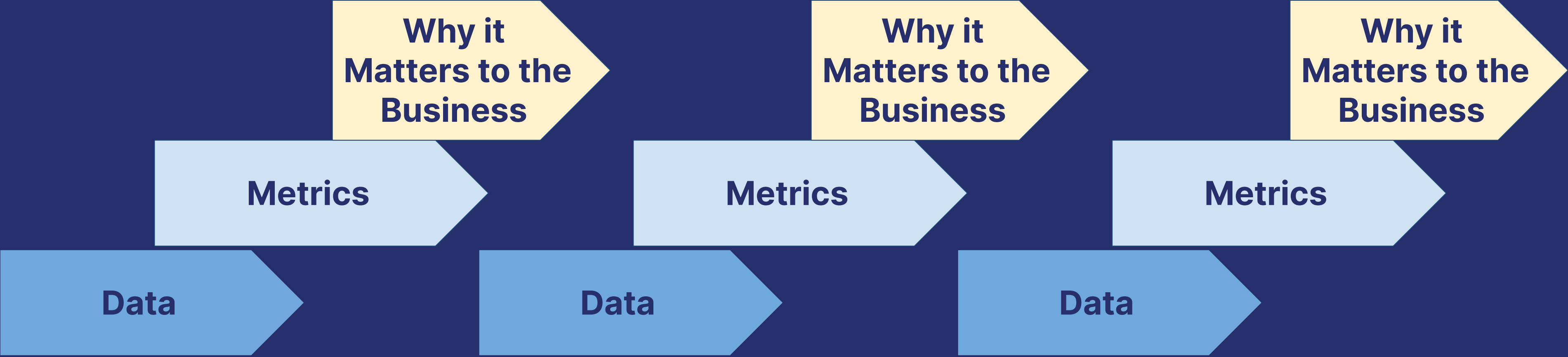
4. Customer Lifetime Value (CLV):

- How do we currently calculate and track customer lifetime value?
- What strategies or initiatives are in place to increase CLV?
- Can you provide insights into customer segments with the highest CLV and how we're catering to them?

**3. Act like the owner of the business,
not just the data stack**



Continuous Feedback Loop



Here are the 3 takeaways:

1. Leverage AI to pinpoint & hypothesize key business metrics
2. Validate your hypotheses & build trust/influence along the way with business stakeholders
3. Act like an owner of the business, not just the data stack



Let's Connect

LinkedIn



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datacult.com

DATA
CULT
URE

We help organizations
build data
capabilities and get
value from their data.

Slack Community

datacult.slack.com