

SONIC ANALYTICS

MONTH OF NOVEMBER 2019 NEWSLETTER

## ARTIFICIAL INTELLIGENCE 101

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SONIC ANALYTICS MONTHLY NEWSLETTER

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- Analytics Guide
- 5 V's of Big Data
- Analytics Process
- Key Elements of Data Storytelling
- 3 Tips on How to Get Started with Artificial Intelligence

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# GET A.I. READY



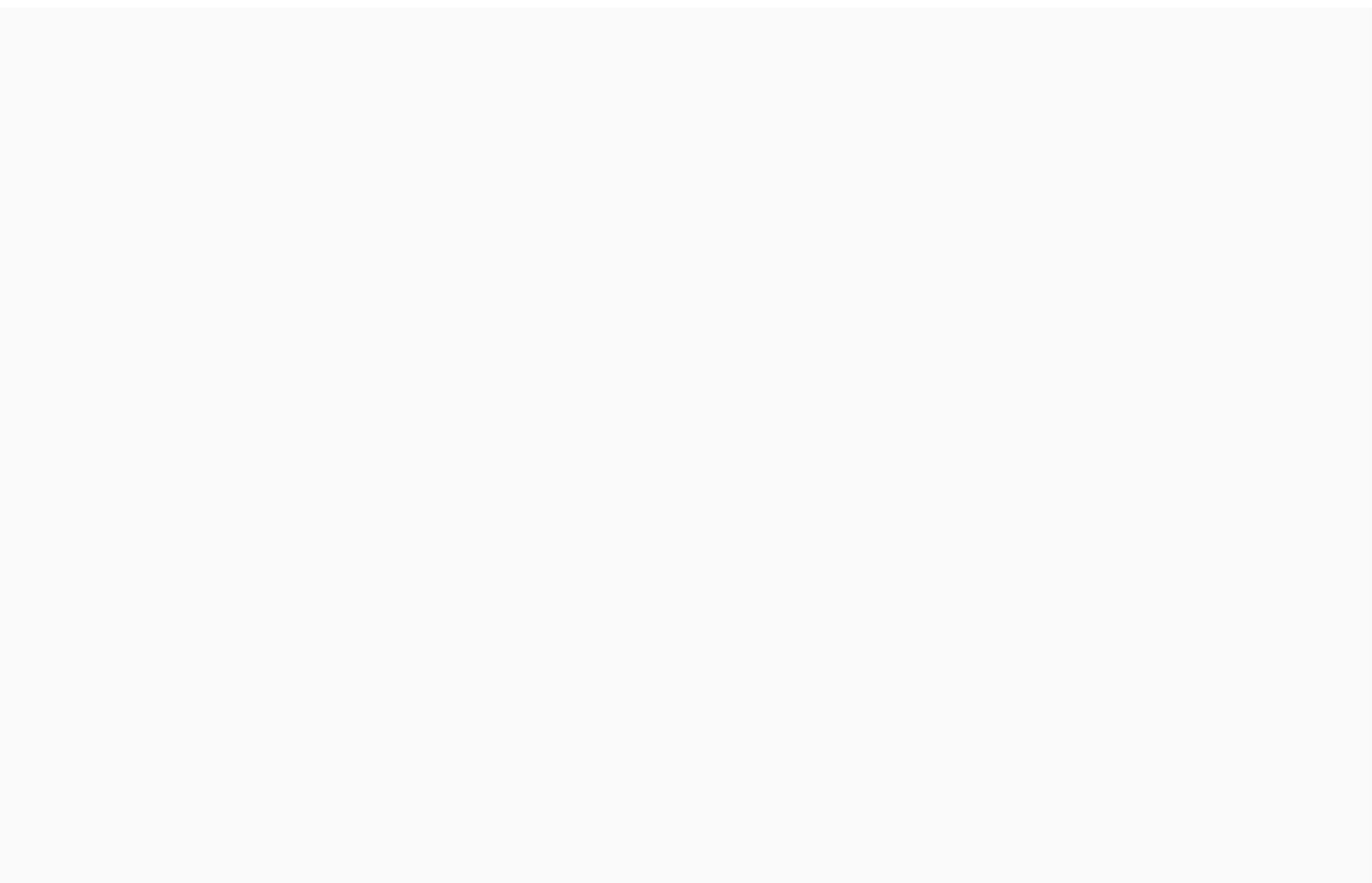
We have strong A.I advocates who suggest that A.I will help humans but doesn't control or intrude on their lives. That's the whole point of AI: To create technologies that ably mimic what a human can say, think and do, which naturally won't be affected by natural fragility (humans age and die).

And, just like most humans, that means A.I is intensely bad at simply following orders. That's not what it's designed to do; it's designed to constantly seek patterns (like humans), learn from experience (like humans) and self-select the appropriate responses in situations based on that (like humans).

So, what we're actually dealing with here isn't a simple replica of me or you. It's about creating a system that's more powerful than we can imagine.

**Get A.I Ready and leverage on your BIG DATA.**

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# Get A.I Ready

Start Using **Artificial Intelligence**  
For Massive Success

Power Plant Business Incubator  
Ocala, Florida

Dec. 5, 2019 | 8:30AM - 4:30PM

f @sonicanalytics

www.sonicanalytics.com

## Get A.I Ready (Ocala, Florida)

*Today's economy is rapidly becoming an A.I. economy*

We start with a quick history of A.I. From a business standpoint, A.I. begins with committing to creating an A.I. culture, educating leaders and investing in technology. Getting started also requires an understanding of your business, an appreciation for using data in a decision-making and a framework of what advantages using A.I. can offer.

For many businesses, there are three things that cause us all pain, that A.I. can help us with Dirty Data, Manual Processes and Outdated Information.

**The end results of attending the one-day training will include the following:**

1. An Assessment of your Current Analytics Maturity & a Plan to Level Up
2. A Map of your Data Lake, including Identified Data Silos
3. Learning about the Data Families/Skills Need for A.I.
4. A list of what manual processes you can Automate (Collection, Blending, Modeling, Analysis)
5. Tips on how to enhance your Data Visualization & Data Storytelling skills
6. Identify the Key Customer Behavior Influencers you need to maximize business profits.

**JOIN  
NOW**

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# Get A.I. Ready

Start Using **Artificial Intelligence**  
For Massive Success



**Powerteam International ISC Center**  
Las Vegas, Nevada

**December 12 | 8:30am to 4:30pm**

 @sonicanalytics

## **Get A.I Ready** (LAS VEGAS, NEVADA)

Getting started with A.I. requires a commitment to creating a data-centric culture, educating leaders and investing in technology. Getting A.I. ready will move us closer to the cutting edge, where many of our competitors are today.

For many businesses, there are 3 things that cause us all pain, Dirty Data, Manual Processes, and Outdated Information. To address these pain points, we will develop an A.I. framework that we can use in our business and bring about massive success.

Participants will have a deeper understanding of A.I. terminology, including Big Data Analytics, Deep Learning, Natural Language Processing, Neural Networks, Predictive Modelling and Supervised Learning.

**JOIN  
NOW**

# VIRTUAL ASSISTANT



If you are drowning in your to-do list, try working with a virtual assistant. Finding and working with one can save you hours of time and effort. A virtual assistant can help you tackle your to-do list in no time at all, especially those tasks on your list that can be completed by anyone.

The sky is the limit, and a **virtual assistant** can help you with anything you need. As you start working and developing a relationship with your assistant, he or she may become a permanent part of your team. You will save time, and in some cases, even money, because by simply investing for one or two hours, you may find a cheaper solution to a problem. Try it out, and you'll find that working with a virtual assistant will immensely benefit your work as an entrepreneur.

GET A QUOTE

## MEET OUR DATA COACH



**My purpose** has  
simply become  
**EMPOWERING**  
business leaders  
to make  
**A.I** work  
for **them**  
- Daniel Meyer

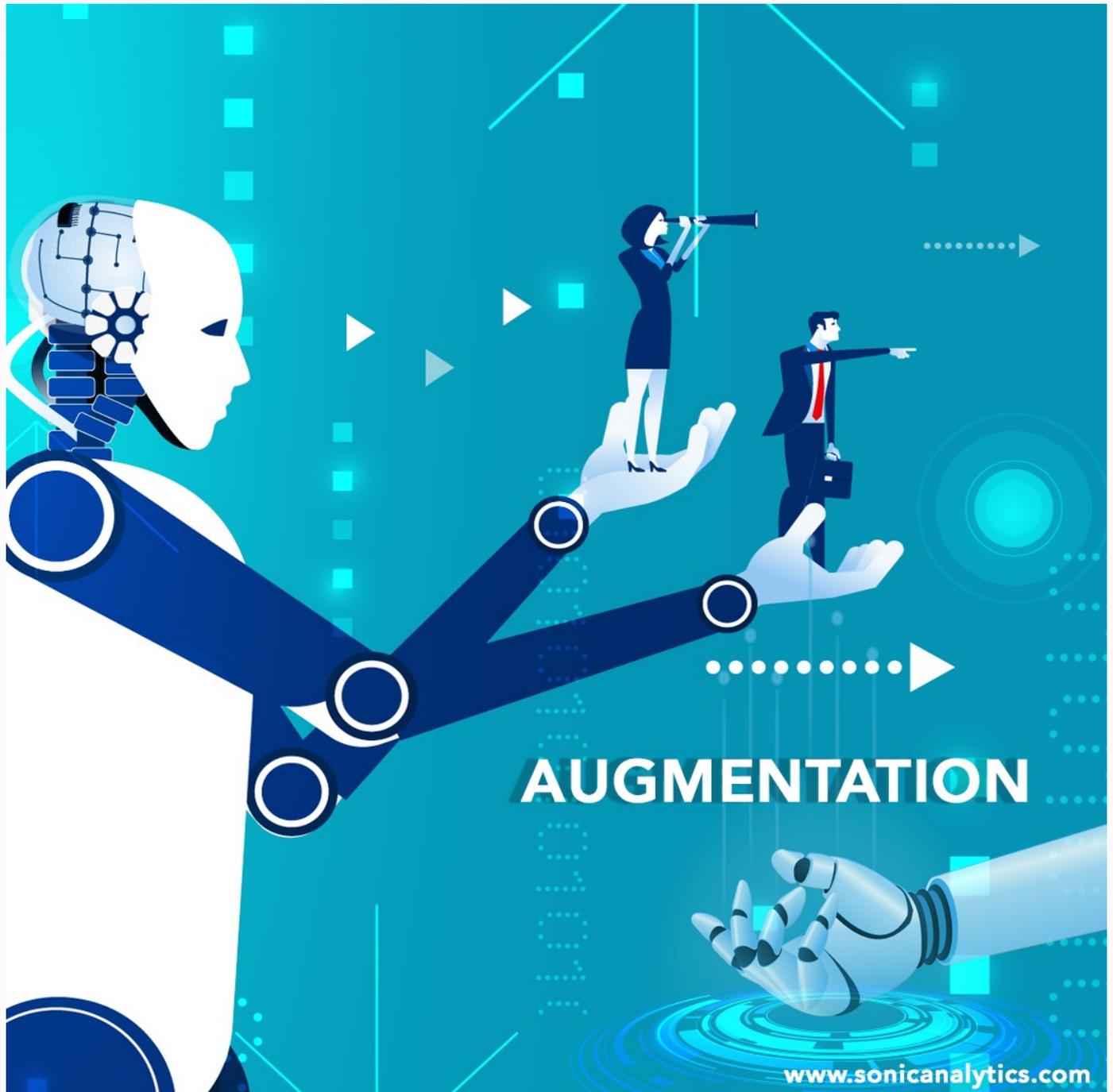


**Dan Meyer** heads Sonic Analytics, with over 20 years in Big Data, Dan is one of the most sought after public speakers in Asia and has personally trained thousands of Filipinos in various analytics functions. Recently began offering public training in the United States.

Before setting up his own company, our founder worked as a Senior Analytics Consultant for Wells Fargo Bank for 15 years. Dan provided executive management analytics for the bank's Remittance Service including developing business dashboards, overseeing competitive intelligence gathering, managing data analytics outsourcing projects and facilitating audit and risk management.

MY ANALYTICS  
STORY

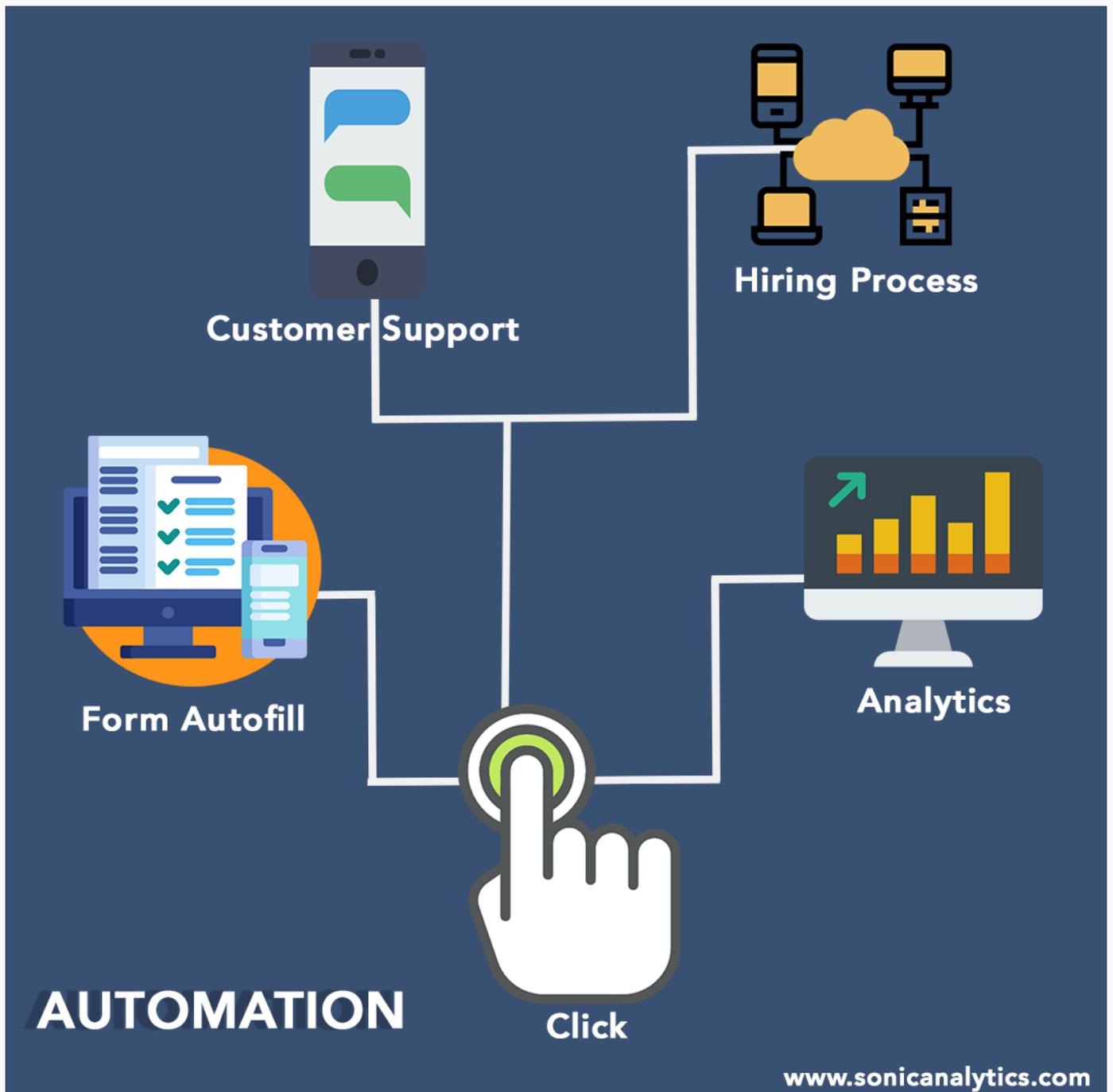




I love Grammarly, the writing correction software from [Grammarly, Inc.](https://www.grammarly.com) As a writer, it has proved invaluable to me time and time again, popping up quietly to say that I forgot a comma, got a bit too verbose on a sentence, or have used too many adverbs. I even sprung for the professional version.

Besides endorsing it, I bring Grammarly up for another reason. It is the face of *augmentative AI*. It is AI because it uses some very sophisticated (and likely recursive) algorithms to determine when grammar is being used improperly or even to provide recommendations for what may be a better way to phrase things. It is augmentative because, rather than completely replacing the need for a writer, it instead is intended to nudge the author in a particular direction, to give them a certain degree of editorial expertise so that they can publish with more confidence or reduce the workload on a copy editor.

This may sound like it eliminates the need for a copy editor, but even that's not really the case. Truth is, many copy editors also use Grammarly, and prefer that their writers do so well, because they usually prefer the much more subtle task of improving well-wrought prose, rather than the tedious and maddening task of correcting grammatical and spelling errors.



**Automation** has a single purpose: To let machines perform repetitive, monotonous tasks. This frees up time for fleshy humans to focus on more important tasks that require the personal touch. The end result is a more efficient, cost-effective business and a more productive workforce.

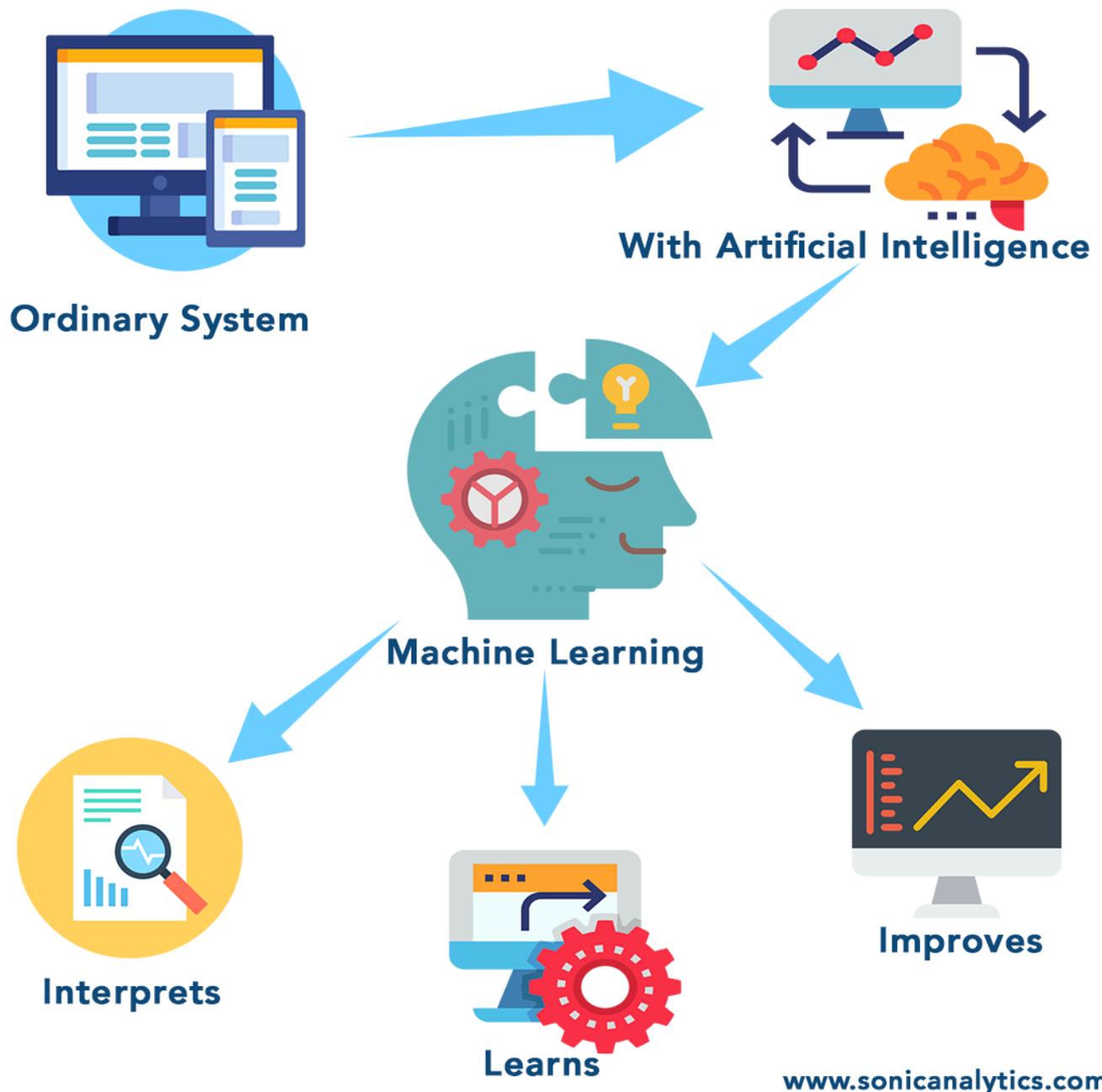
Which kinda, sorta sounds like what AI is for, right?

So, crucially, the big difference here is that automated machines are all driven by the manual configuration — which is just a fancy way of saying, you have to set up the way you want your automated system to work using Workflows and the like.

With automation, it's a case of 'If X, then Y.' Essentially, you define the 'X', which OK's the automated system to perform the 'Y'.

An obedient worker that never calls in sick or takes a holiday and always gets the job done perfectly every time? It's no wonder that businesses so readily embrace automation. Now, you'll find automation, in some or other form, in just about every serious business on the planet.

Essentially, it's a machine that's smart enough to follow orders.



With so much buzz surrounding artificial intelligence, it may seem like it's the magical solution to all of our problems. While AI can't solve all of the problems, it keeps getting better at performing specified tasks and it's widely adopted in many areas of business.

**Some of the key advantages of AI today:**

**It saves time** They adapt instantly, they don't get sick or bored, they don't sleep. It's an obvious productivity advantage.

**It makes more money** for your business identifies the customers who are likely to give up their subscription - when you know who wants to leave, you can act to prevent it from happening, and the money stays in your business.

**It generates business insights** Artificial intelligence can analyze vast amounts of data in an instant to answer crucial questions and aid decision-making. In short: AI converts information into knowledge.

**It enhances customer experience** And that's a win-win since it's beneficial to your business and your customers. Personalized customer experience, chatbots providing 24/7 customer service, recommendations

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READ OUR  
BLOG

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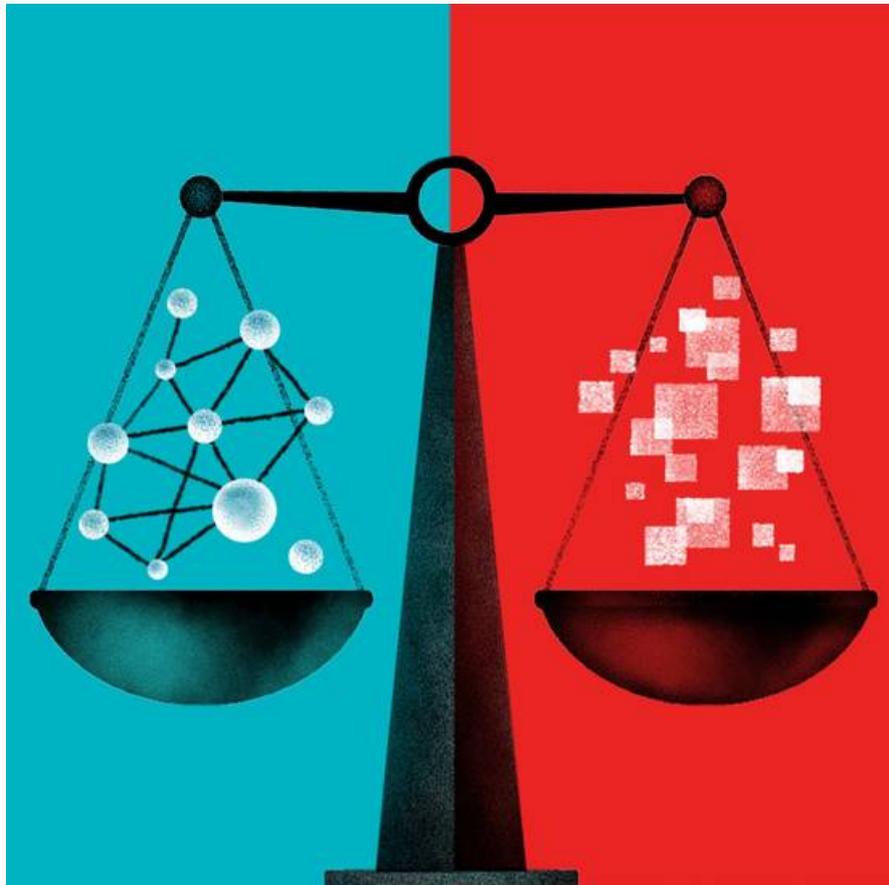
## THIS MONTH'S DATA SPARKS

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### **As Jobs Are Automated, Will Men and Women Be Affected Equally?**

This brings a new intensity, and a little more trepidation, to my role advising on the future of work. What will work look like for this generation of young women, especially as more and more of our roles are being automated — or even replaced — by artificial intelligence (AI)?



### **The Worlds That AI Might Create**

To some experts, an AI world means more jobs, and more interesting ones; to others, it means a devastating loss of employment opportunities. To some, it means a deadly threat to human existence; to others, it means better health and longer—perhaps much longer—lives. To some, it means a time when AI can help us make smarter decisions; to others, it means the destruction of our privacy.



### **Intelligent Automation: A Step Ahead of AI**

With IA in the picture, industries stand to gain from a myriad of business benefits. Starting with the potential to free resources from mundane and routine tasks by adopting intelligent technology, which consequentially leads to better workers and workflows -- both human and digital. To put this into perspective, consider the sheer fact that we create 2.5 quintillion bytes of data every day.



### **Living with Artificial Intelligence**

Machine learning, natural learning processing (NLP), and chatbots bring efficiency and speed as well as evolving their business models. AI makes businesses more competitive. In large companies, this means being more efficient. There is also huge economic potential.

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# OUR PREVIOUS EVENTS





**DATA MANAGEMENT & VISUALIZATION**

SEPT 25, 2018 | DAY ONE  
CROWNE PLAZA MANILA GALLERIA



**DATA ANALYTICS 3.0**

JUNE 6, 2018 | DAY TWO  
DISCOVERY SUITES, ORTIGAS CENTER



# SONIC ANALYTICS

**Don't forget to connect!** See what's happening on our social sites



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