Understanding Data For The Purpose of Economic Freedom

NEC 2019

Bayo Adekanmbi

everywhere you go

MTN

Agenda

- What cannot be measured cannot be managed
- Best practices
- Imperatives for Nigeria

"In God we trust, all others must bring data."
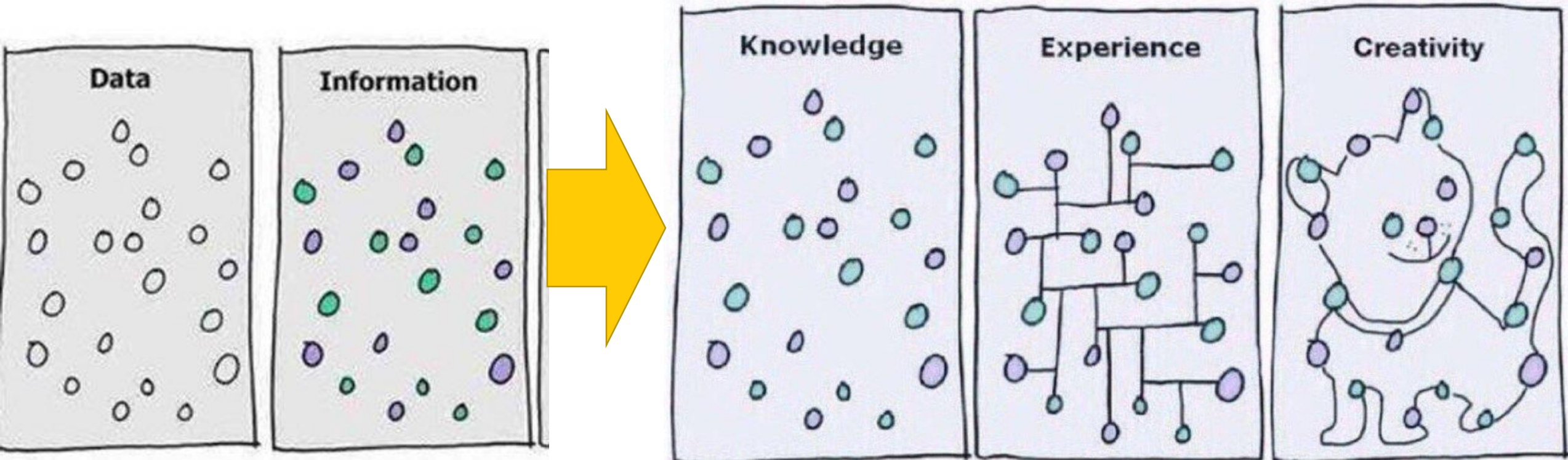W. Edwards Deming

(c) iStockphoto / Thinkstock

3

People are more predictable than particles

Stephen Wolfram, a famous mathematician and physicist

4

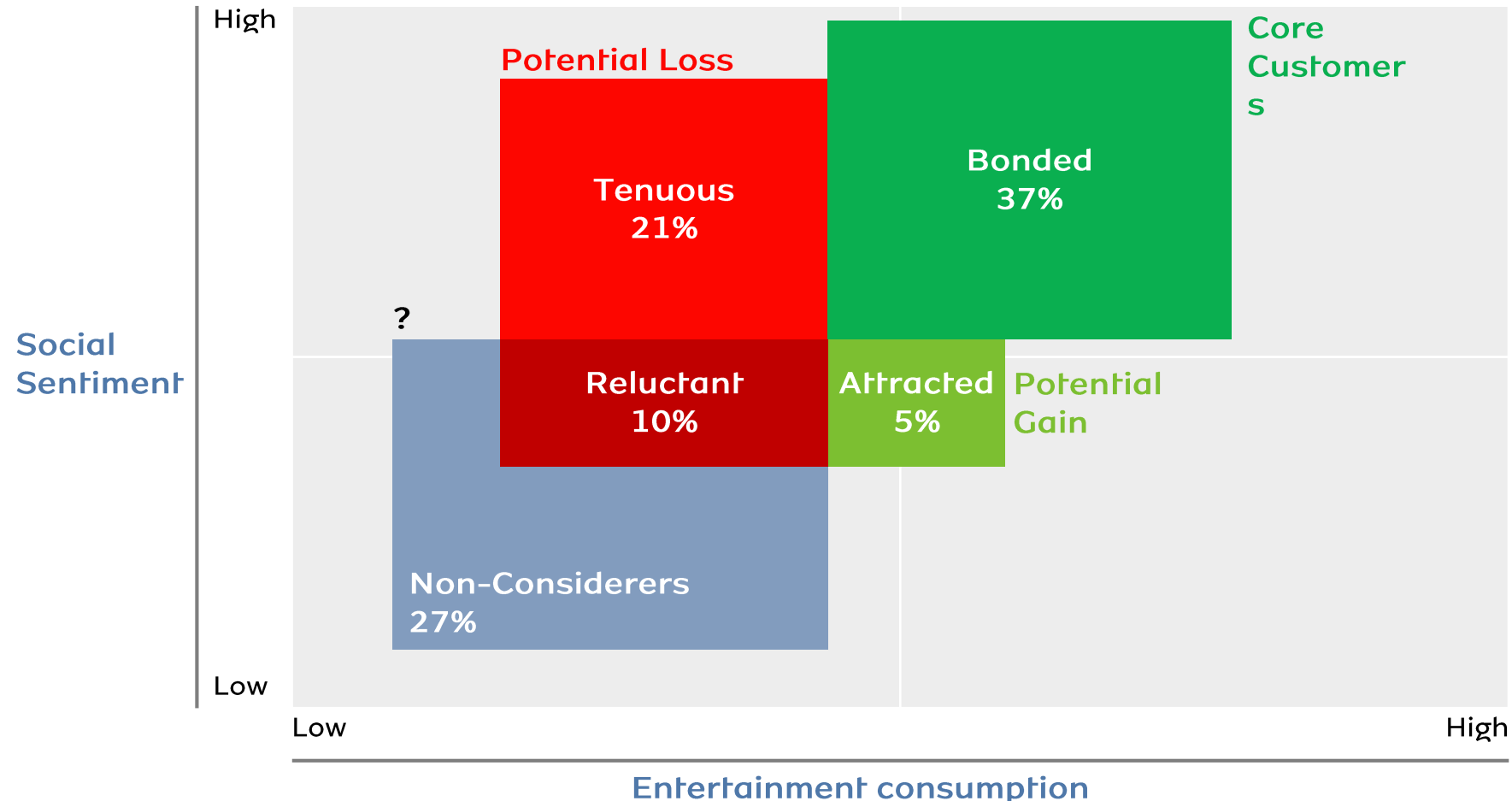# Making sense of Data for creativity

- 35%
of Amazon.com's revenue is generated by its recommendation engine.

Applying Data to understand your the economics of entertainment

High

Social Sentiment

Low

Potential Loss

Tenuous 21%

Bonded 37%

Core Customers

?

Reluctant 10%

Attracted 5%

Potential Gain

Non-Considerers 27%

Low   High

Entertainment consumption

4Ps of Data-driven Entertainment Marketing

- **Personalization.** Understand how different groups of customers should be targeted with different offers, at the most appropriate times through their preferred channels, to effectively help them advance towards successful outcomes in their journeys.

- **Predictive.** Use historical behavioural patterns to predict and influence future customer behaviors and outcomes.

- **Prioritization.** Make smarter decisions on how to best allocate time, budget and resources by identifying high-value customer segments and initiatives with the greatest potential business impact.

- **Performance.** Monitor growth patterns and changes in key customer segments over time to gauge business health and track performance against goals.
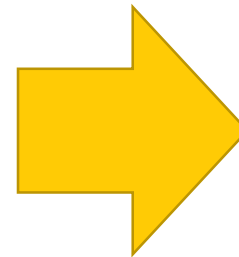
Jerome McCarthy, 1960

THE **4Ps** ARE OUT, THE **4Es**

From ...	To ...
Product	**Experience**
Place	**Everyplace**
Price	**Exchange**
Promotion	**Evangelism**

Engagement Marketing Tools

Brand as Relationship

4Cs
Content
Connectivity
Community
Commerce

4Es
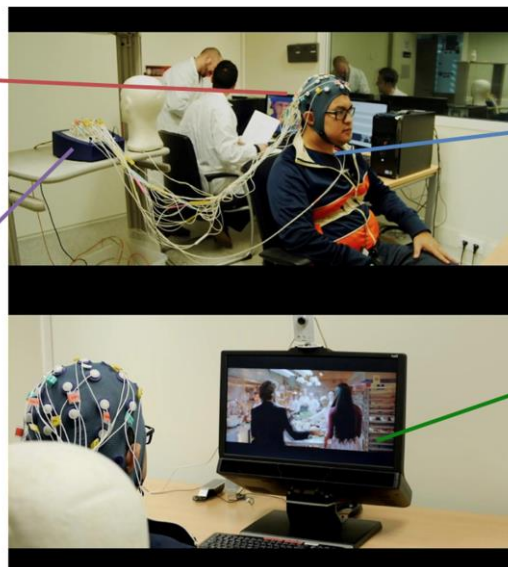Engage
Experience
Enhance
Emotion

Best practice

•Time Warner Opens NYC Neuromarketing Lab
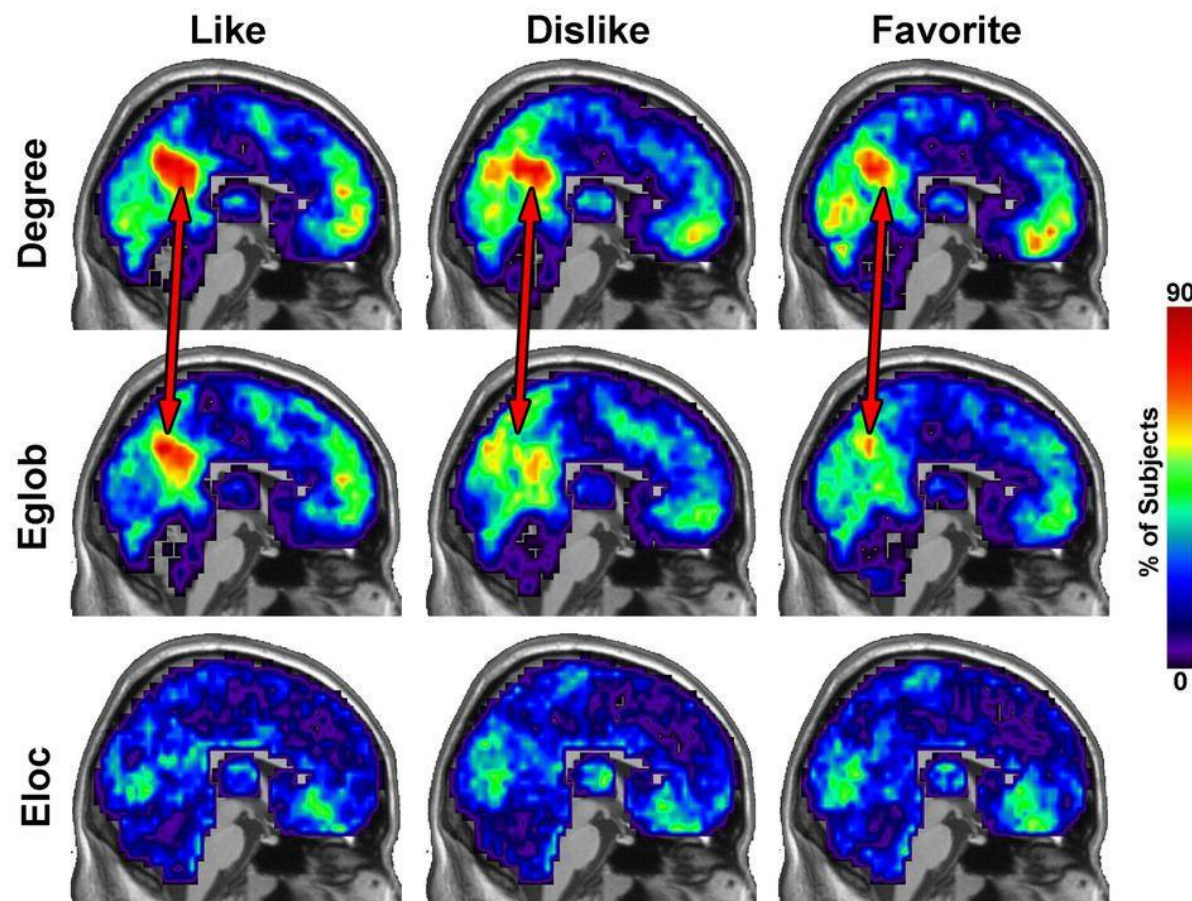
Emotional Mathematics for Entertainment Valuation

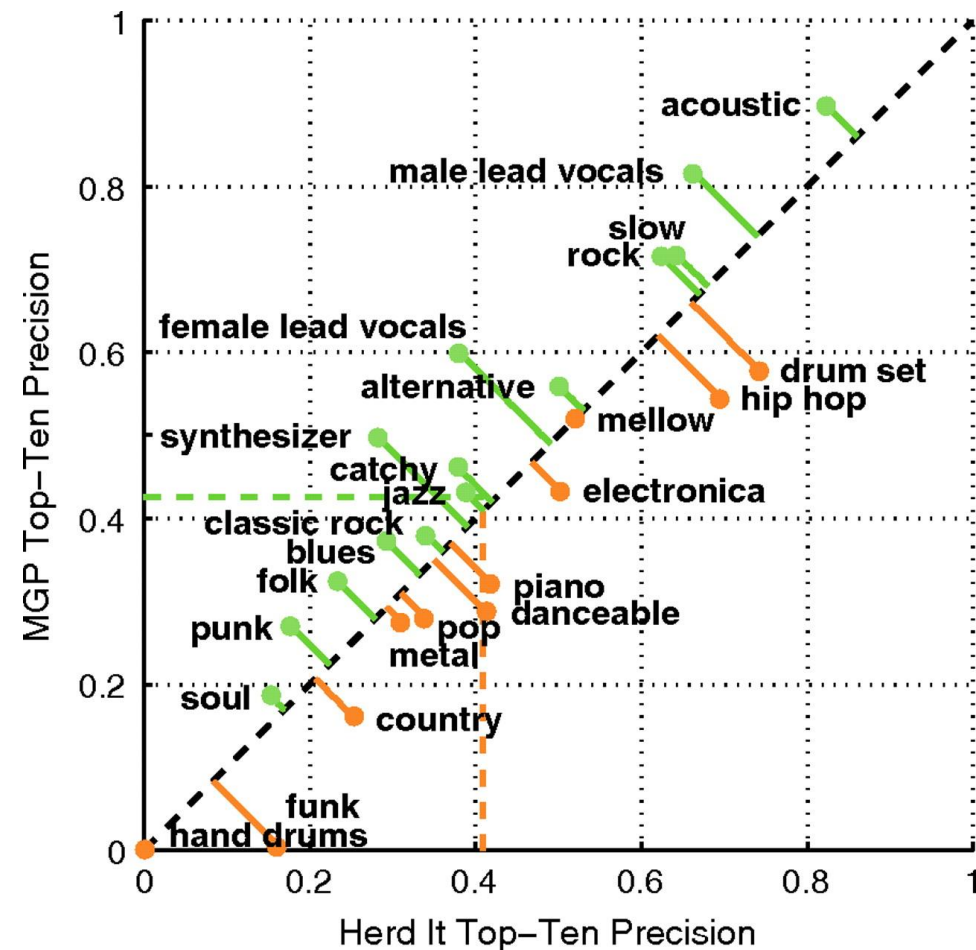# Music has gone beyond art, there is a strong blend of science
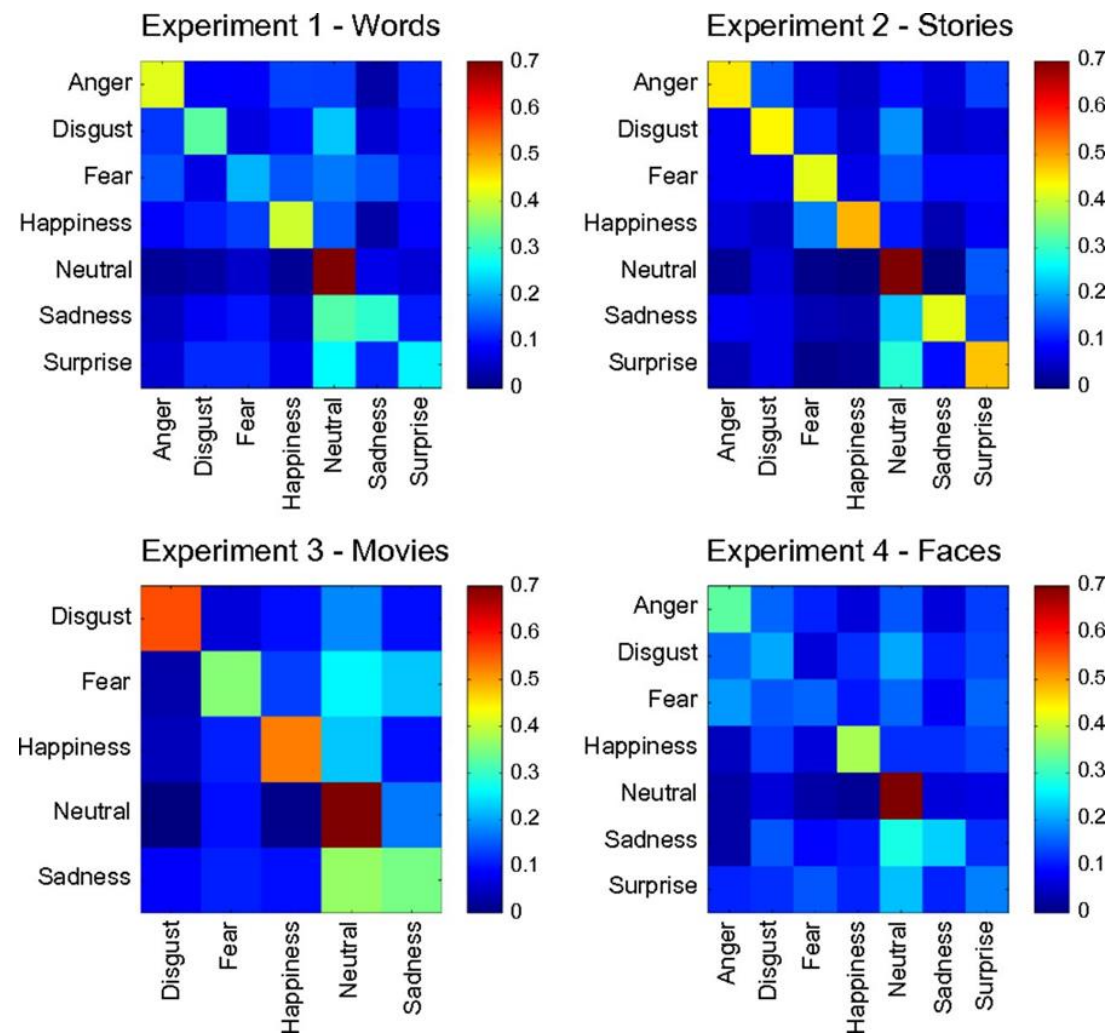
Deep Learning changing the practice of Entertainment
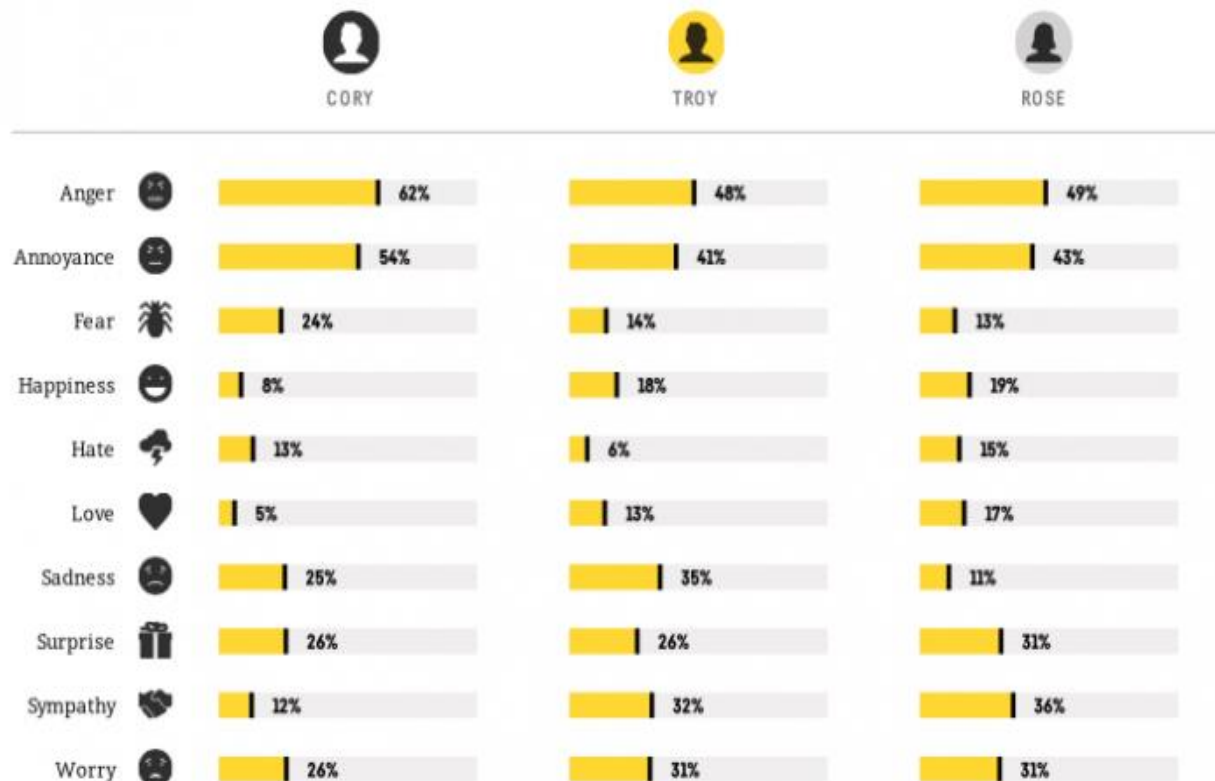

Music Generation Using Deep Learning

Musixmatch AI
THE NEW MUSIC INTELLIGENCE

14

Science of characterisation in Movies

Character Sentiment

|	CORY	TROY	ROSE
Anger	62%	48%	49%
Annoyance	54%	41%	43%
Fear	24%	14%	13%
Happiness	8%	18%	19%
Hate	13%	6%	15%
Love	5%	13%	17%
Sadness	25%	35%	11%
Surprise	26%	26%	31%
Sympathy	12%	32%	36%
Worry	26%	31%	31%

- Scripts
- Reviews
- Emails
- Production notes
- Demographics
- Statistics
- Box office results

- Preferences
- Films watched
- Categories
- Genres
- Lexicons
- Focus groups
- Target audience

- List of scenes
- Credits
- Rankings
- Relations
- Databases
- Marketing
- etc.

Character Likeability

Protagonist	Troy	55%
Antagonist	Cory	24%
Other	Rose	27%
	Bono	9%
	Lyons	5%

15
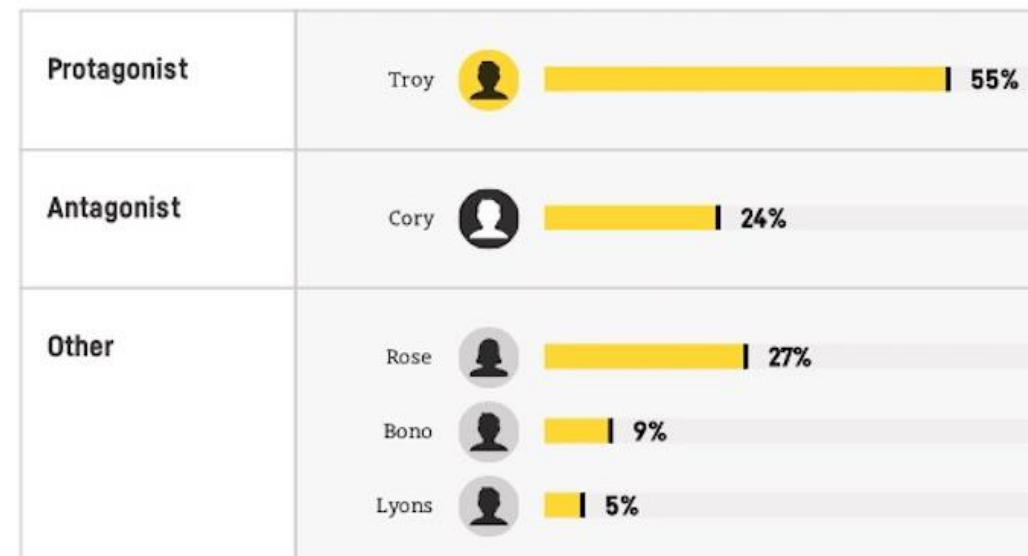
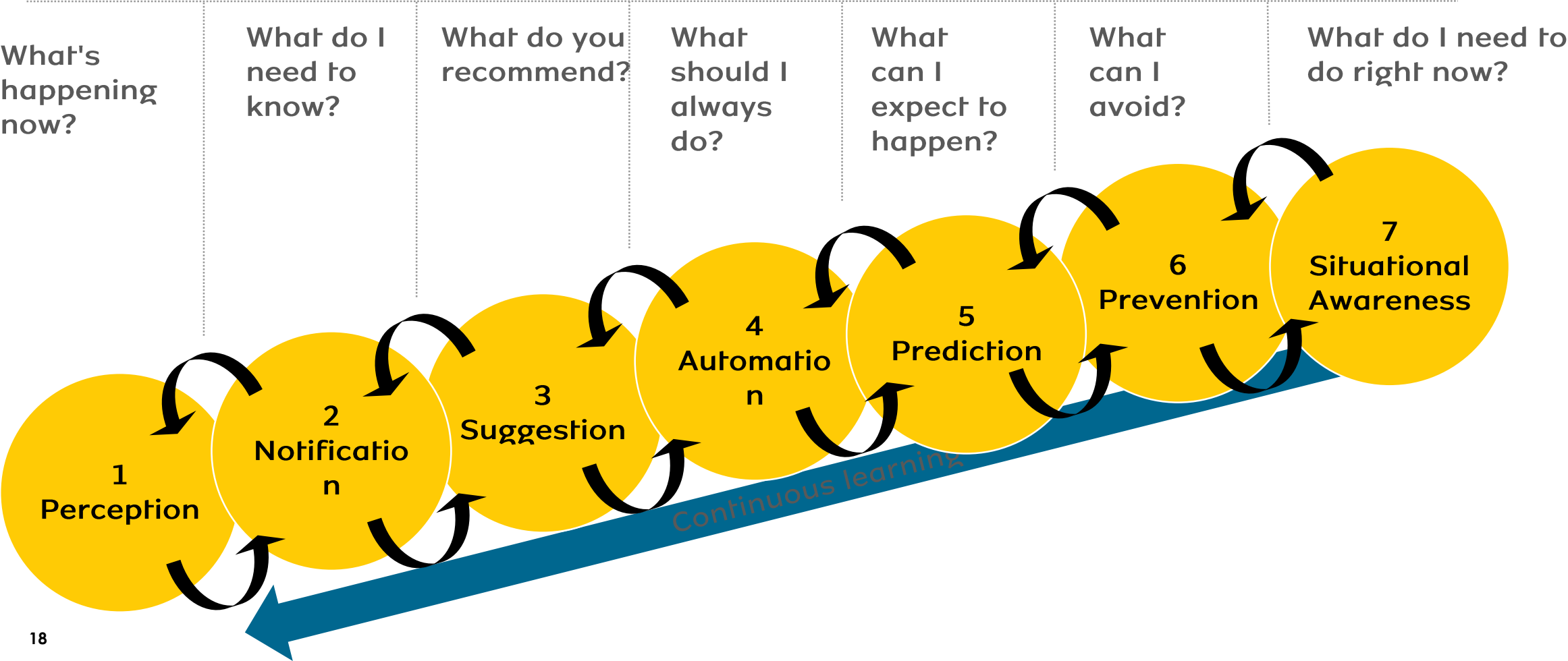# How 20th Century Fox uses Machine Learning to predict a movie audience
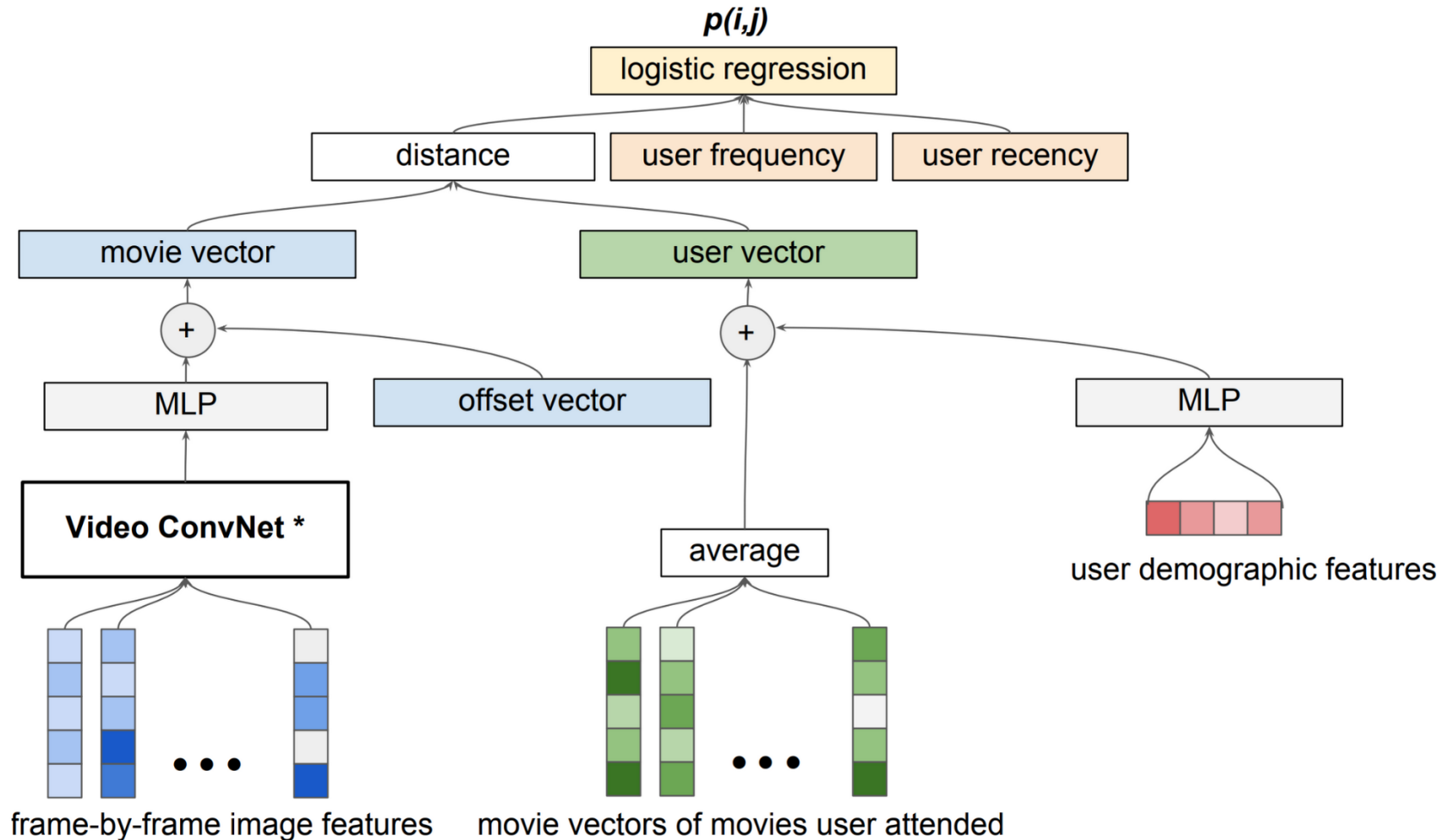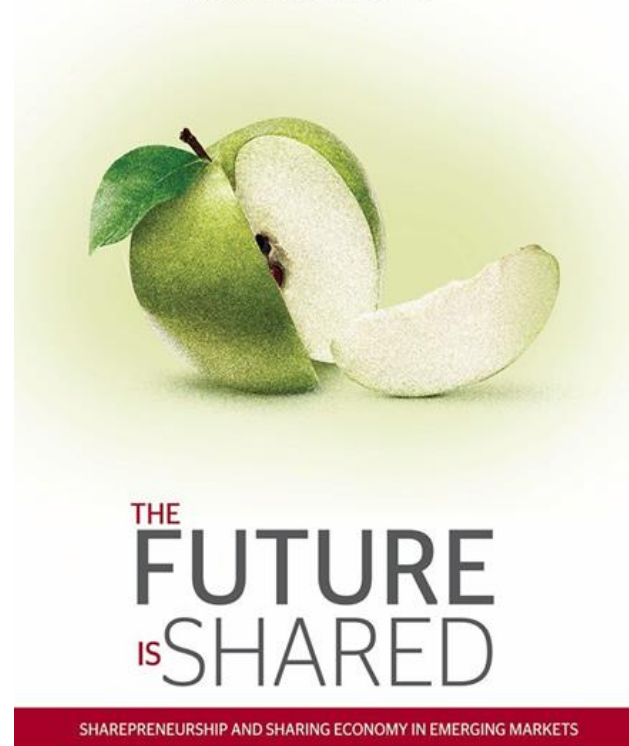
More Case studies

- Ambient signature collector
- IoT –based Mood measurement
- Computation Linguistics for movies
- Physcolinguistics for Music scoring
- Cognitive Science for emotional connection
- Affective Engineering for Set Design
- Robotics Music scoring
- Deep Learning GAN

Excellent Data practice in Entertainment Industry

What's happening now?

What do I need to know?

What do you recommend?

What should I always do?

What can I expect to happen?

What can I avoid?

What do I need to do right now?

1
Perception

2
Notification

3
Suggestion

4
Automation

5
Prediction

6
Prevention

7
Situational Awareness

Continuous learning

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› www.datasciencenigeria.org
› Twitter: @bayoadekanmbi

19

Thank **you**

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