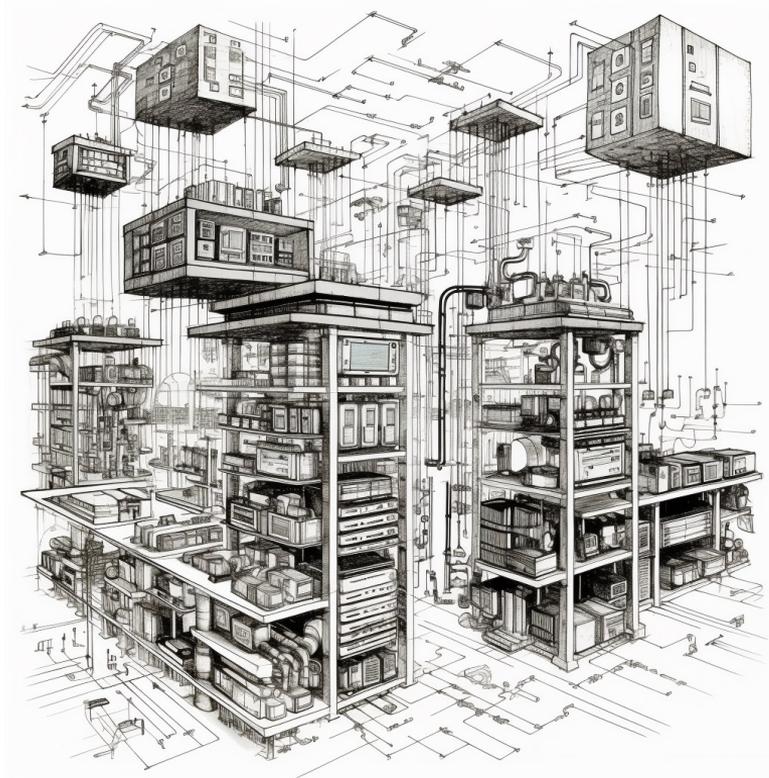


**Goran S. Milovanović**  
Lead Data Scientist

**smart****ct**

# Exploring the Potential of Generative AI in Digital Analytics

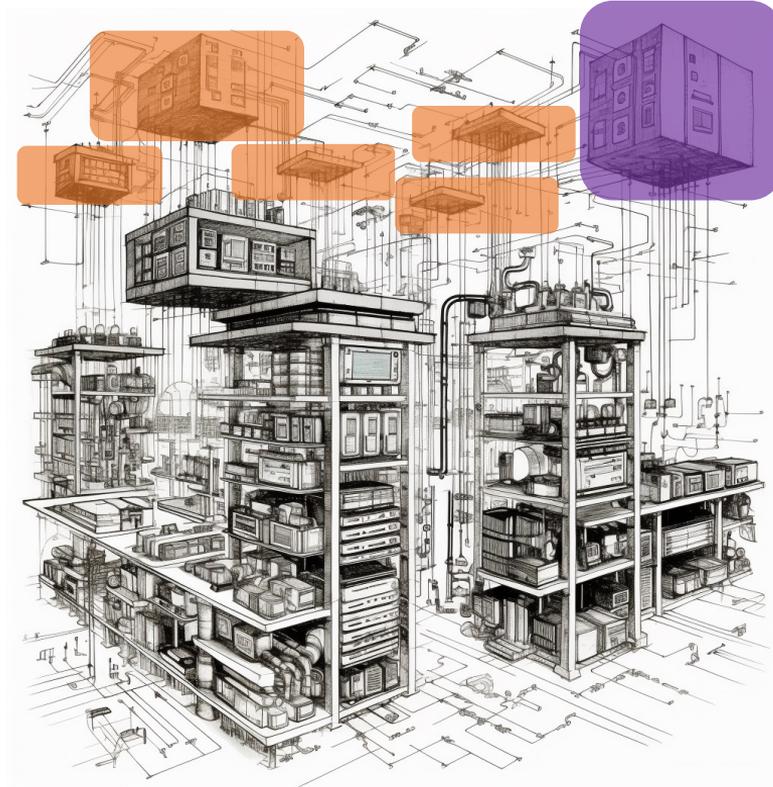
- 1. The Landscape**
- 2. The Loop**
- 3. Synthetic Data**



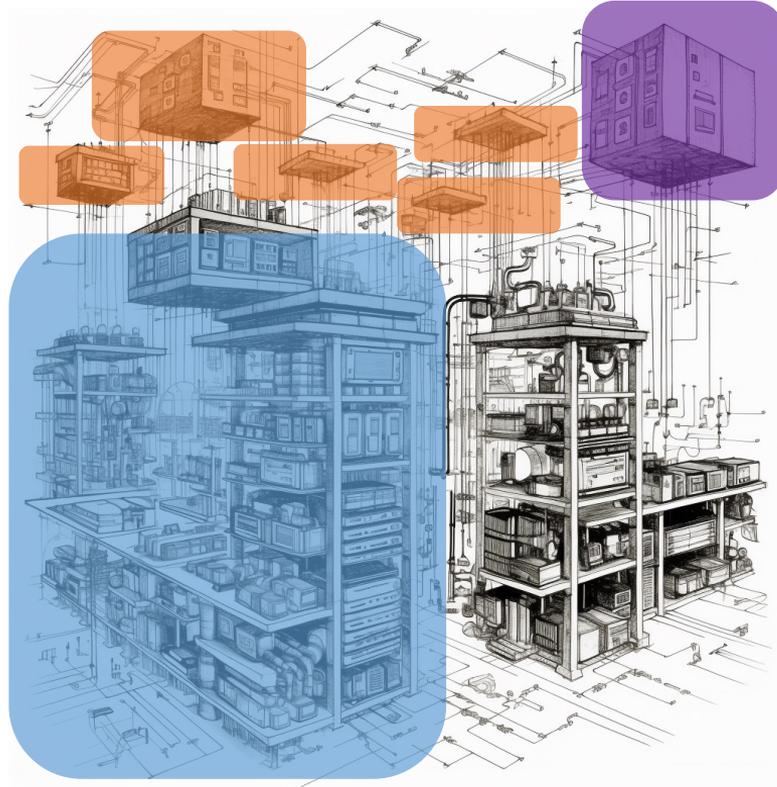
## Generative AI in Digital Analytics



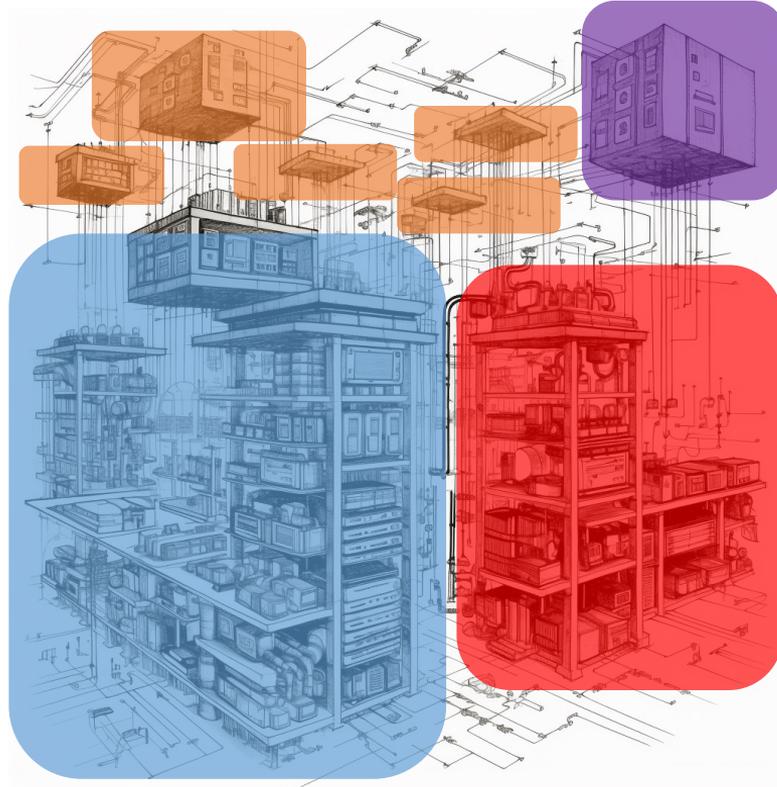
## Generative AI in Digital Analytics



## Generative AI in Digital Analytics

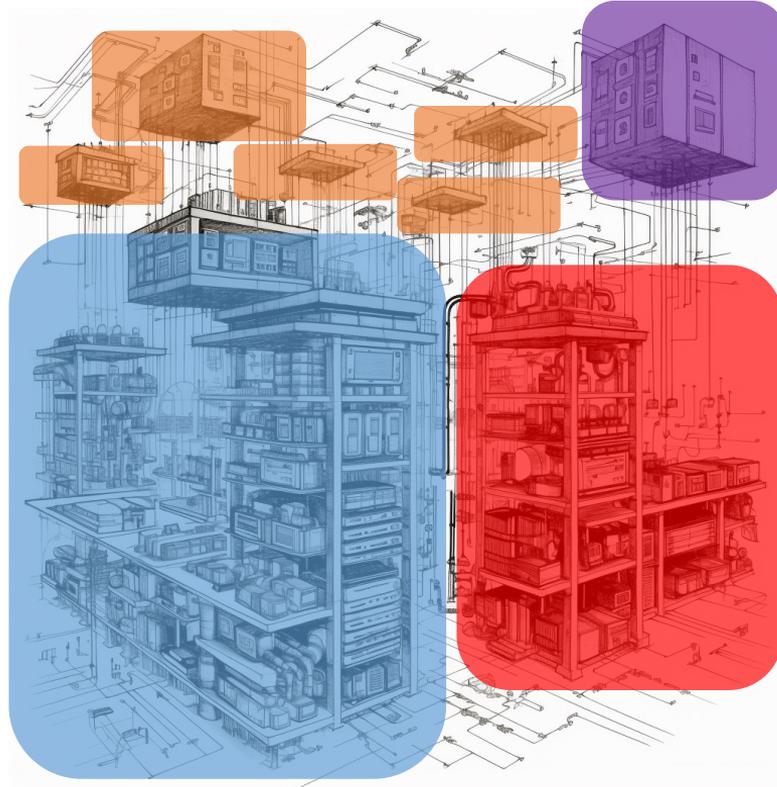


## Generative AI in Digital Analytics



## Generative AI in Digital Analytics

**DATA** →

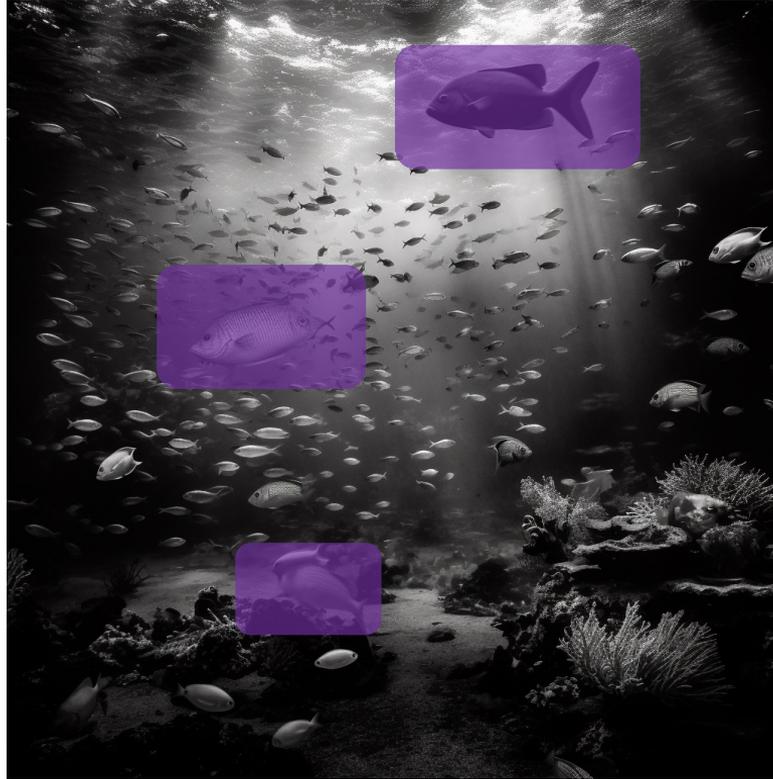


→ **METRICS  
INSIGHTS  
PREDICTIONS  
REPORTS  
DASHBOARDS**

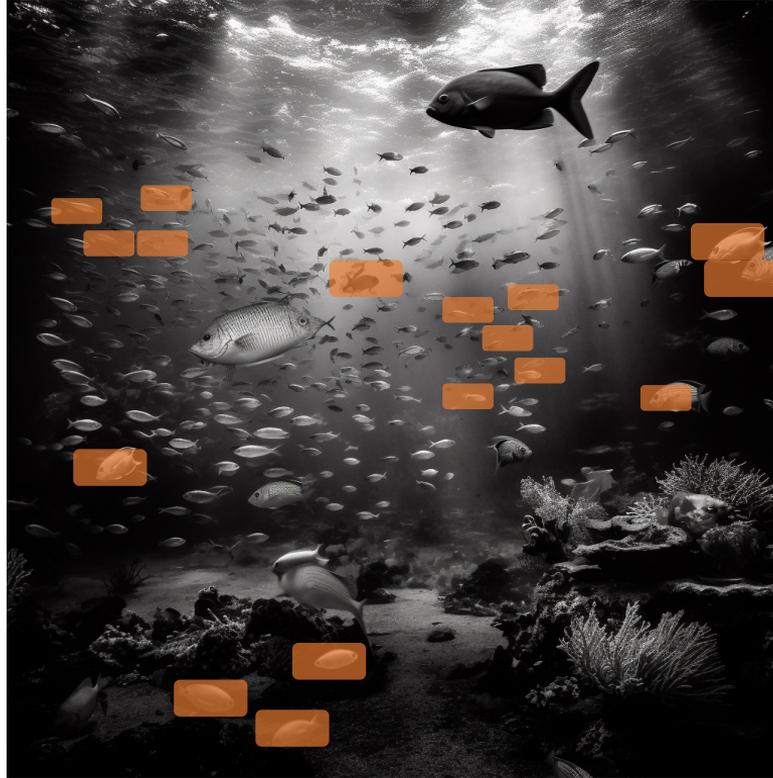
**Generative AI in Digital Analytics**



Generative AI in Digital Analytics



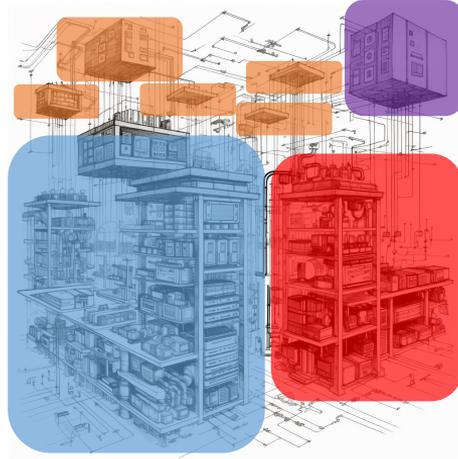
Generative AI in Digital Analytics



Generative AI in Digital Analytics

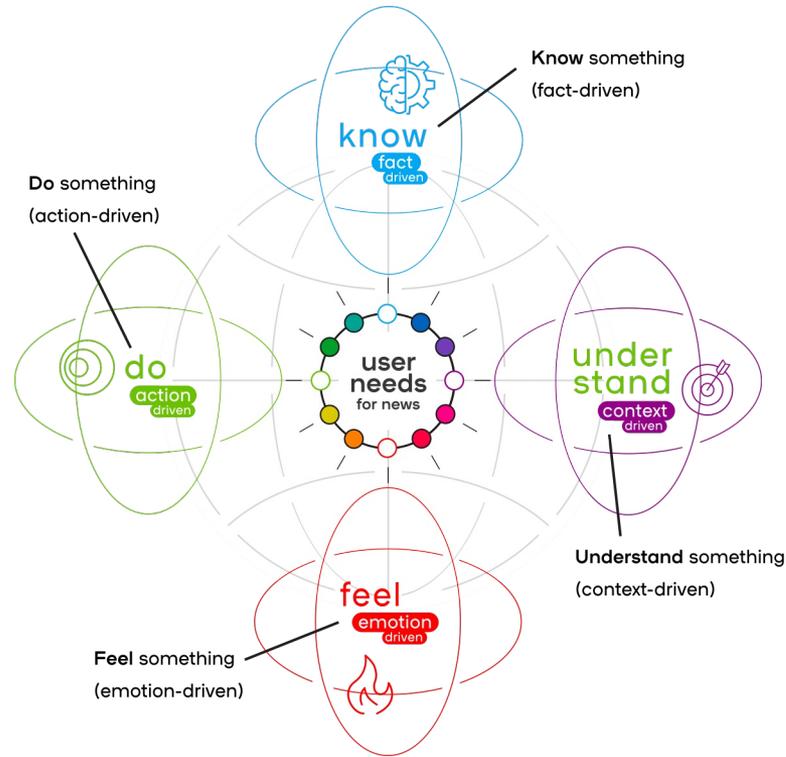


**Generative AI in Digital Analytics**



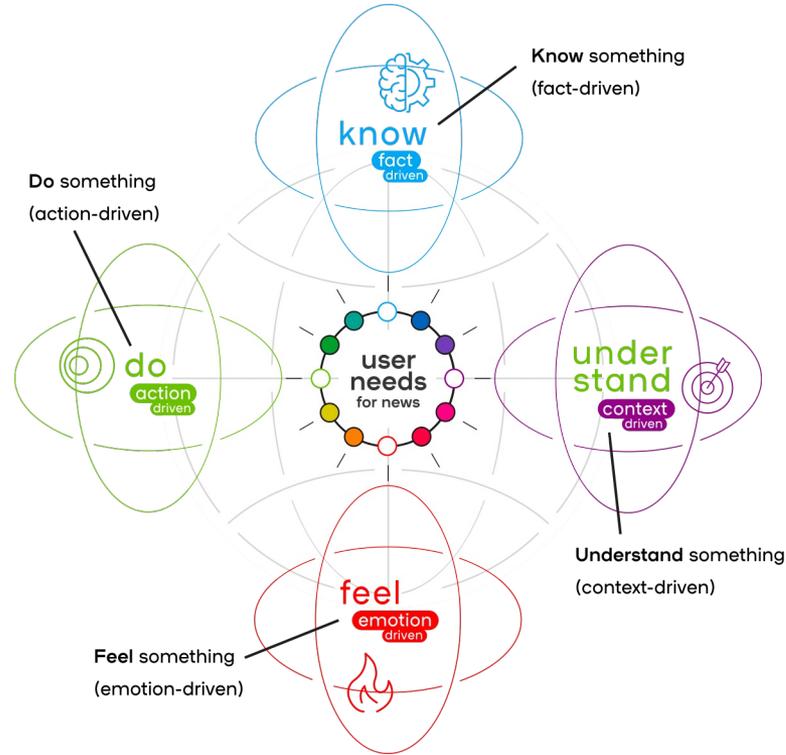
## Generative AI in Digital Analytics

# THE DATA NARRATIVE IS EXHAUSTED



## Generative AI in Digital Analytics

**SYNTAX  
SEMANTICS  
PRAGMATICS**



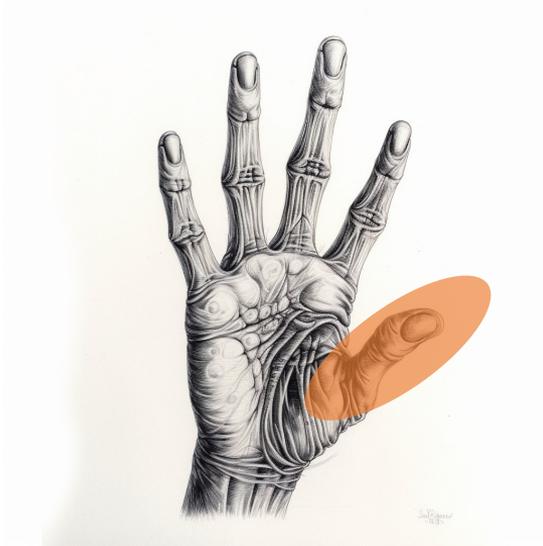
**AUTHOR INTENT  
EDITORIAL STRATEGY  
AUDIENCE**

# THE INTELLIGENCE NARRATIVE

Generative AI in Digital Analytics



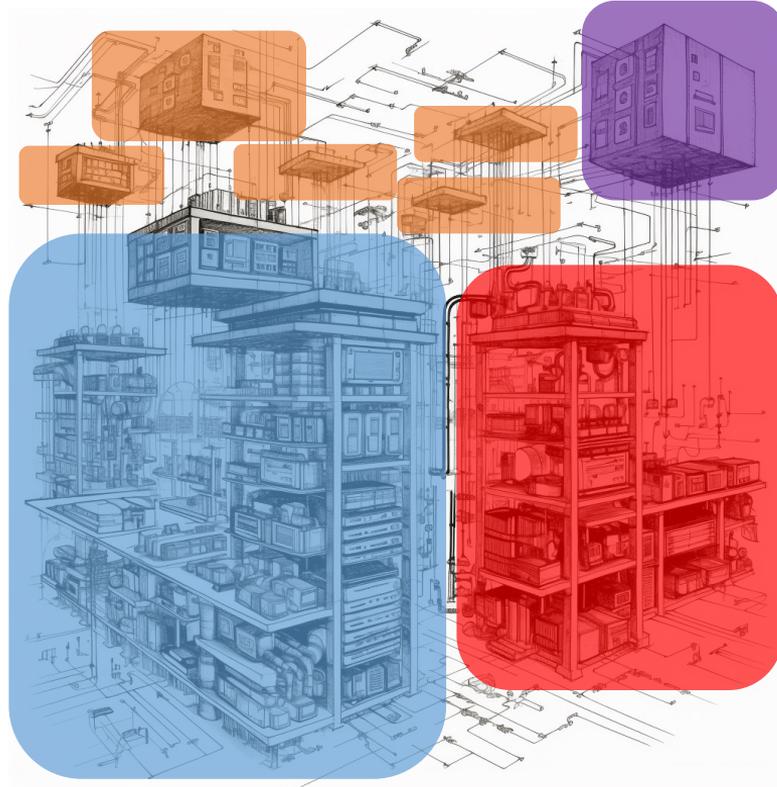
## Generative AI in Digital Analytics



## Generative AI in Digital Analytics



## Generative AI in Digital Analytics



## Generative AI in Digital Analytics

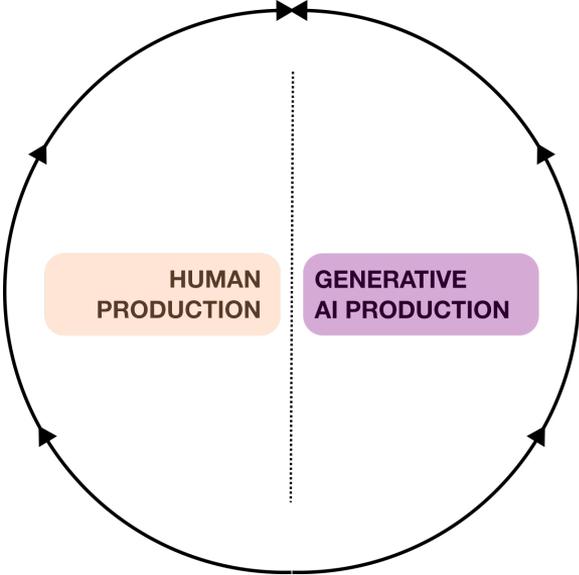
1. The Landscape
2. The Loop
3. Synthetic Data

ANY DESIGN

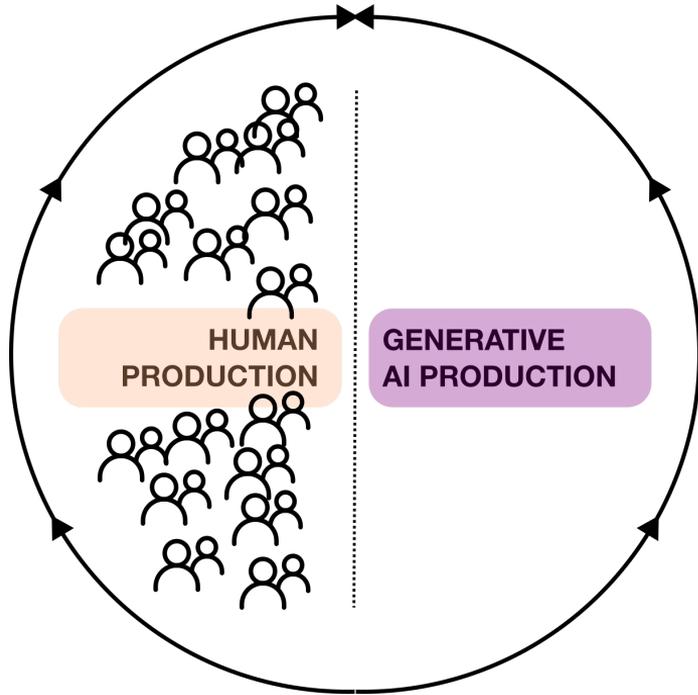


IMPOSES A SET OF CONSTRAINTS

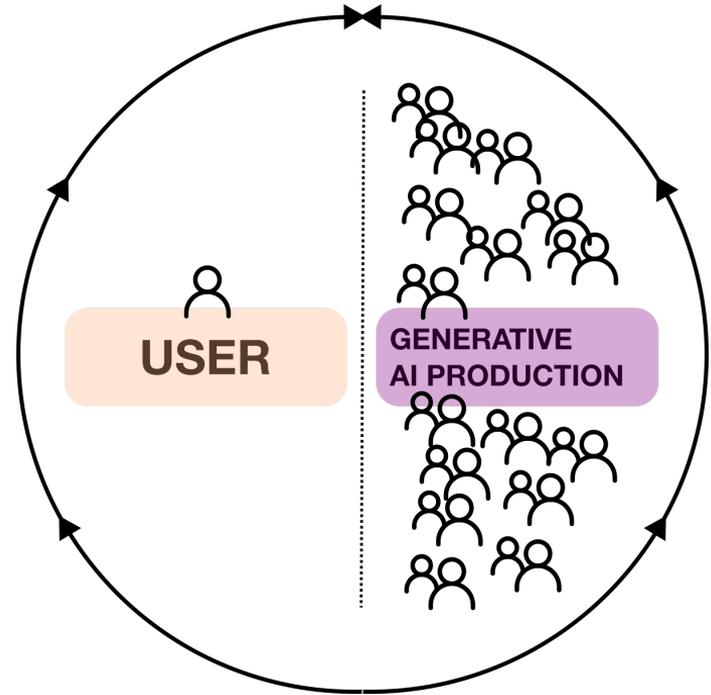
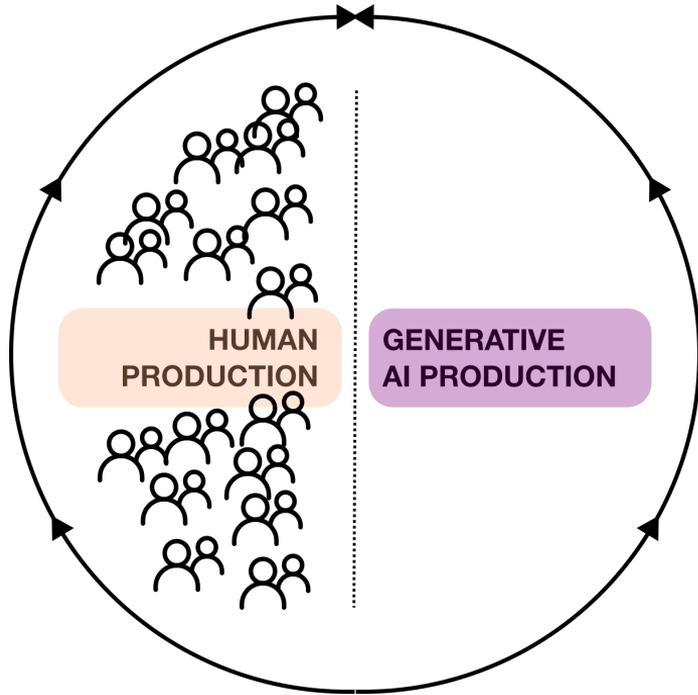
# WHAT THIS DESIGN DOES



IS DIFFERENT



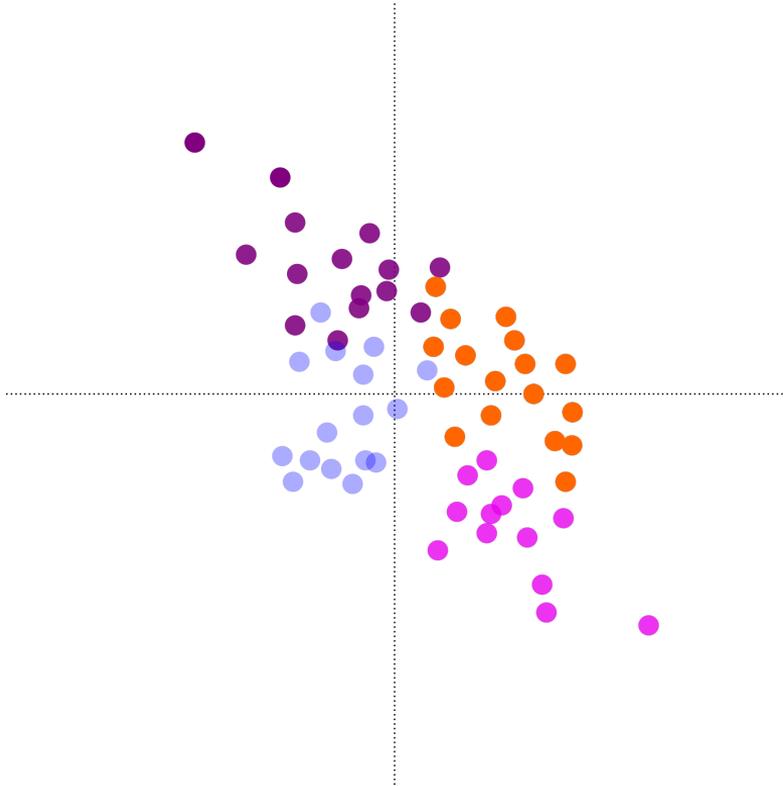
## Generative AI in Digital Analytics



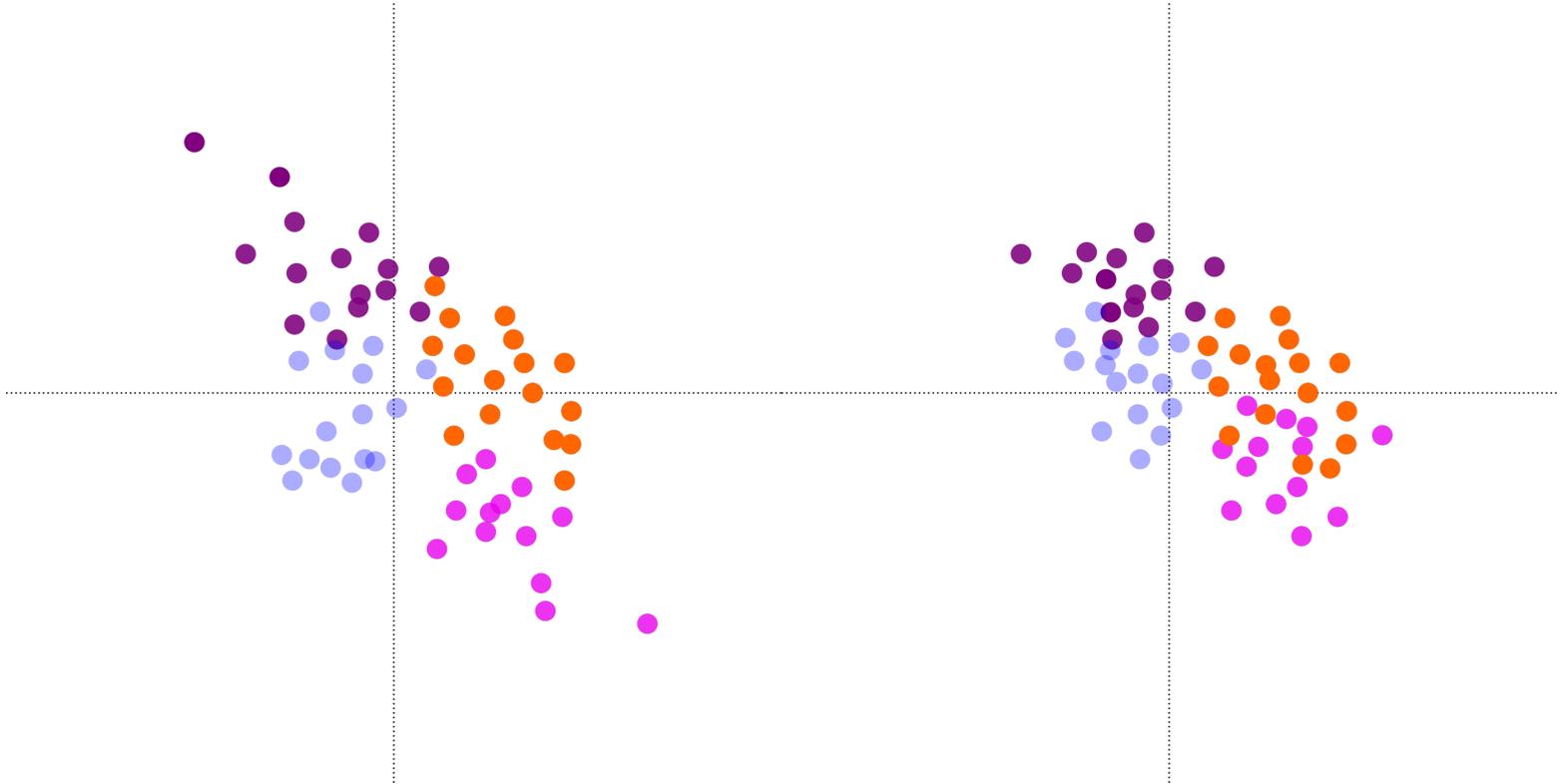
Generative AI in Digital Analytics

**EVERYONE IS A SUPERUSER NOW**

**THE INTELLIGENCE NARRATIVE  
IS ABOUT UNDERSTANDING  
THE DATA GENERATING PROCESS**



## Generative AI in Digital Analytics



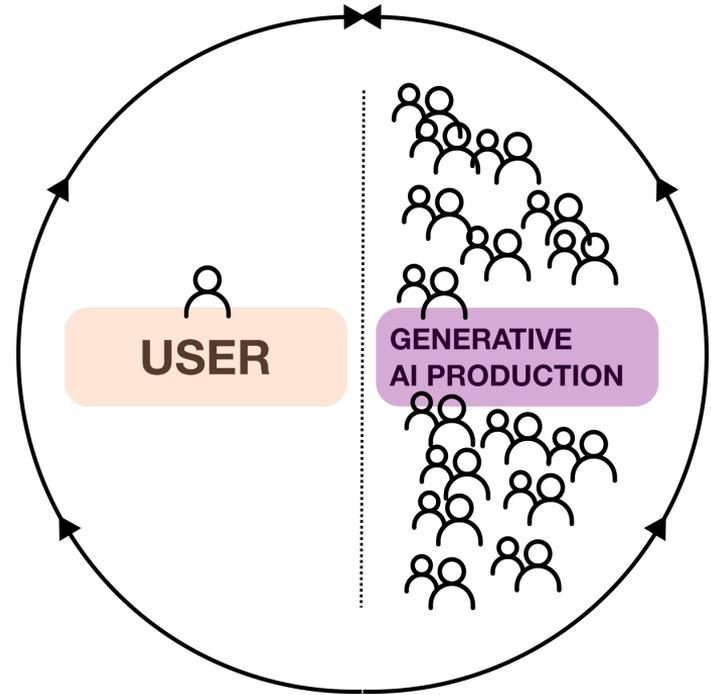
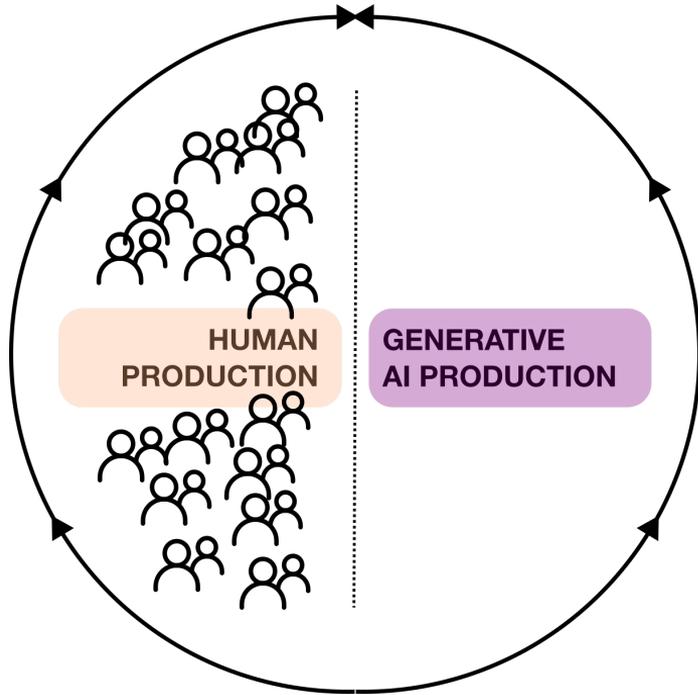
Generative AI in Digital Analytics

1. The Landscape
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Generative AI in Digital Analytics

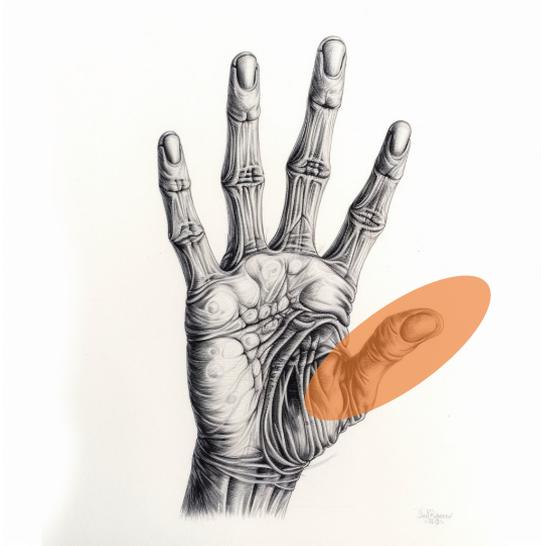
**WHILE PRONE TO BIASES, OUR  
MINDS STILL EXCEL IN TRACKING  
ENVIRONMENTAL INFORMATION**



Generative AI in Digital Analytics

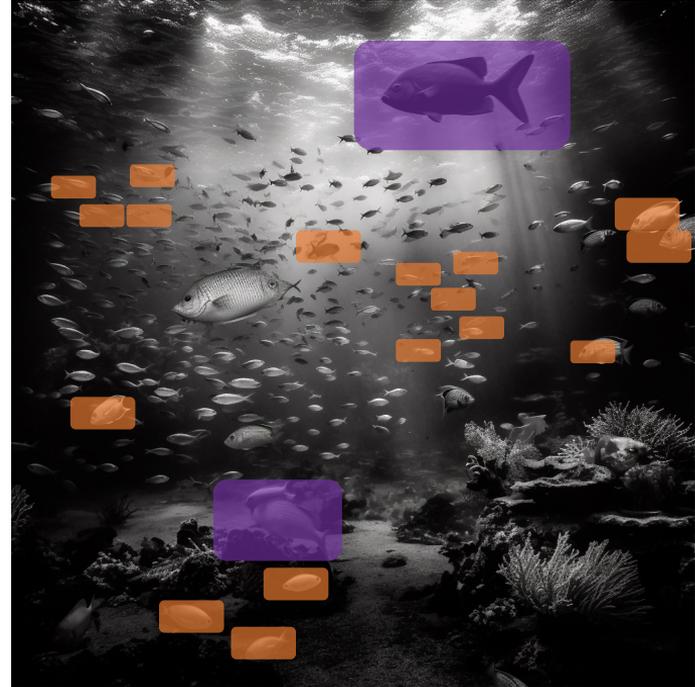
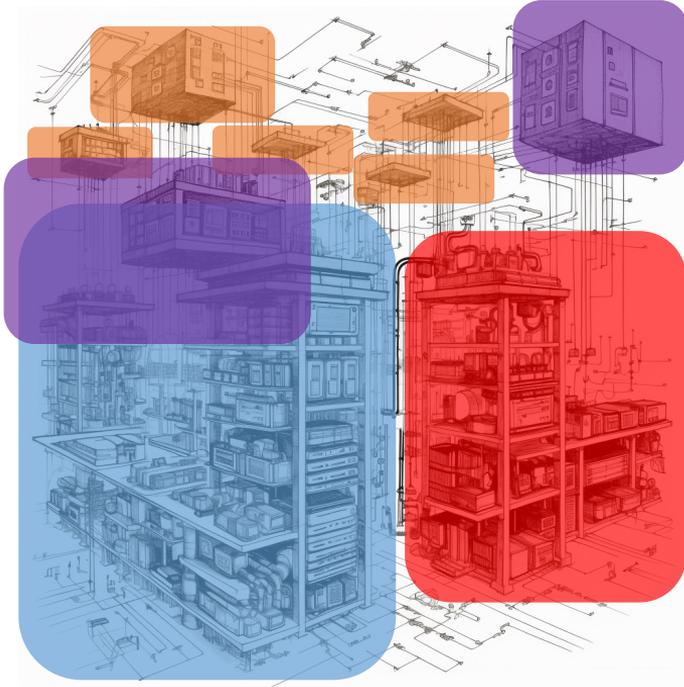
# WHY SHOULD WE DISTRUST **SYNTHETIC DATA**, THEN?

**YOUR WORST FEARS WILL COME TRUE**



**WE WILL BLEND**

Generative AI in Digital Analytics



## Generative AI in Digital Analytics

**DO NOT ASK WHAT IS INSIDE YOUR  
HEAD BUT **WHAT YOUR HEAD IS  
INSIDE OF****

**THANK YOU**