



OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG

LEHRSTUHL FÜR
MARKETING

The Chair of Marketing invites for the guest lecture:

„The beauty of mosaics: How Artificial Intelligence transforms the market research industry. And many others.“



We welcome

Dr. Markus Eberl,

Senior Director, Kantar Analytics Practice Germany.

Date: June 25, 2019

Time: 05.00 p.m.

Location: Building 16, lecture hall 5

Language: English

Dr. Markus Eberl is leading the team based in Munich, Hamburg and Nuremberg and has many years of experience in market research as analytical consultant. His personal areas of research are deep learning and multivariate analysis with emphasis on causal relationship analytics, market segmentation, brand positioning, preference measurement. His work is regularly published in national and international journals. Prior to joining Kantar he held senior positions at SPSS and IBM, where he architected large-scale analytical decision management and data mining platforms on the enterprise level. Markus studied business administration with emphasis on marketing and statistics at the University of Munich, where he received his Ph.D. in 2006 at the Institute of Market-based Management.

Abstract: We know that we live in an era of unparalleled availability of customer data. But despite all of this data, many organisations feel insights poor and unable to create business impact.

This is because the data is often in silos, much of it is unstructured text, image and video, its mostly un-contextualised – and the analysis that is easiest to achieve using short-term sales performance data tends to encourage short-term thinking in businesses. Drowning in data but starving for insights, it is time to place the human at the heart of analytics – to drive customer-centric decision-making for organisations.

In this talk, we will see practical examples of AI usage from an industry that was once known as “insights” or “market research” but is heavily disrupted by technology and data availability today. And how data analytics and data science are used to provide insights inspired impact – when they combine human understanding, machine learning and automation.

All interested are welcome - We are looking forward to seeing you there!