

The background of the entire image is a dark, textured surface. Scattered across this background are large, three-dimensional-looking numbers from 1 to 9 and 0. Each number has a distinct color and a fine, cross-hatched texture. The numbers are arranged in a non-linear fashion: 1 (yellow-green) is at the top left; 2 (purple) is below it; 3 (blue) is at the top center; 4 (red) is to the right of 3; 5 (green) is at the top right; 6 (green) is on the left side; 7 (red) is at the bottom left; 8 (yellow-green) is at the bottom center; 9 (purple) is at the bottom right; and 0 (blue) is on the right side. The title text is centered over the middle of these numbers.

Jeg elsker tall! Fra tall til innsikt

Øyvind Aas
Førsteamanuensis Kristiania

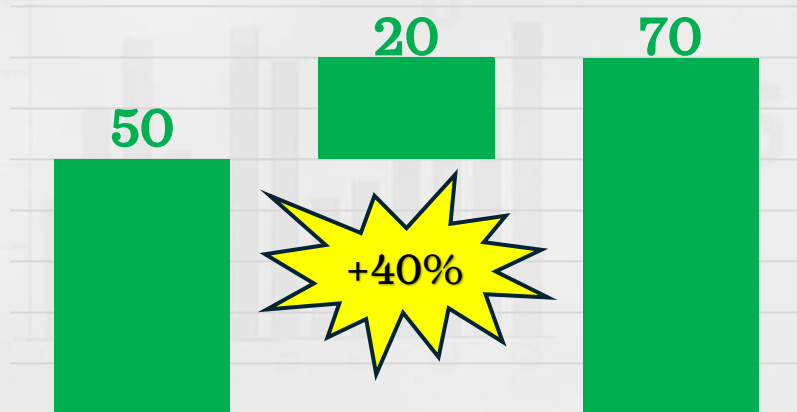


Vi drukner i tall

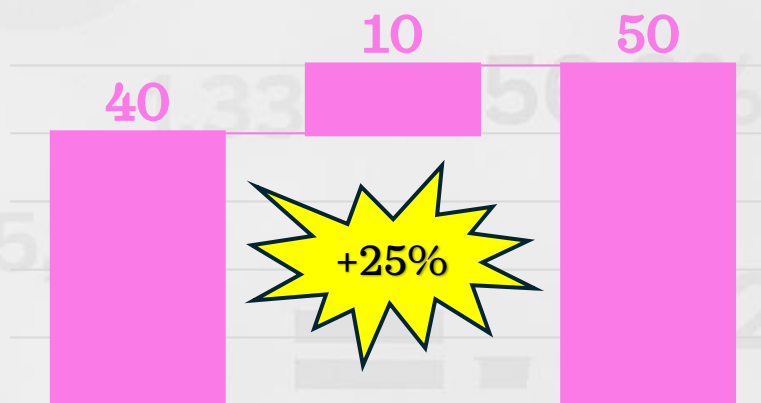
•Klikk •Likes •Reach

•Hvor mange av dem
forklarer faktisk noe?

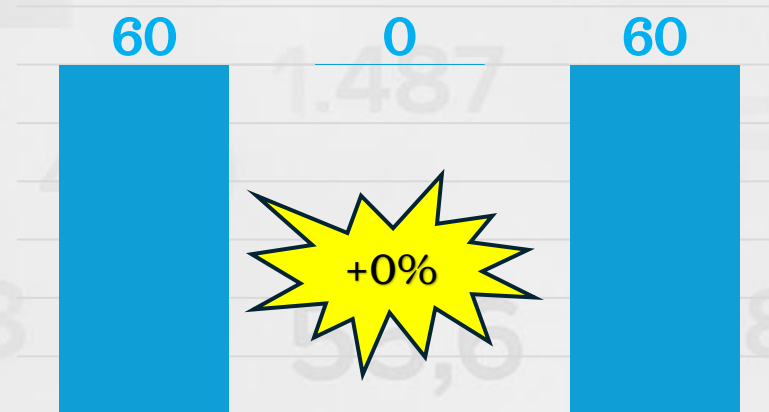
Reach



Engasjement



Salg



Tidsnok?



Årsak?



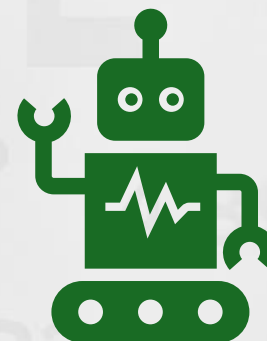
Forklaring?



Containere fungerer
fordi de er nærmere
virkeligheten



**Kvalitativt
innsikt**

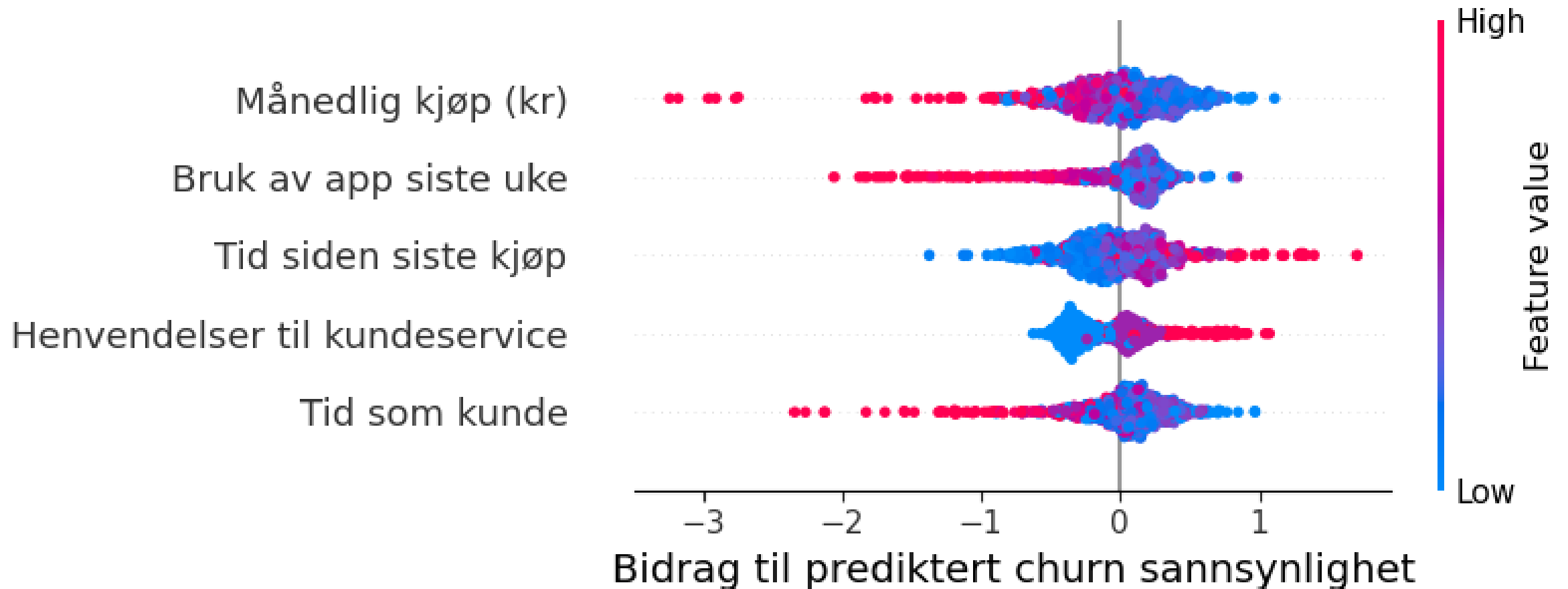


**Maskinlæring
/AI**

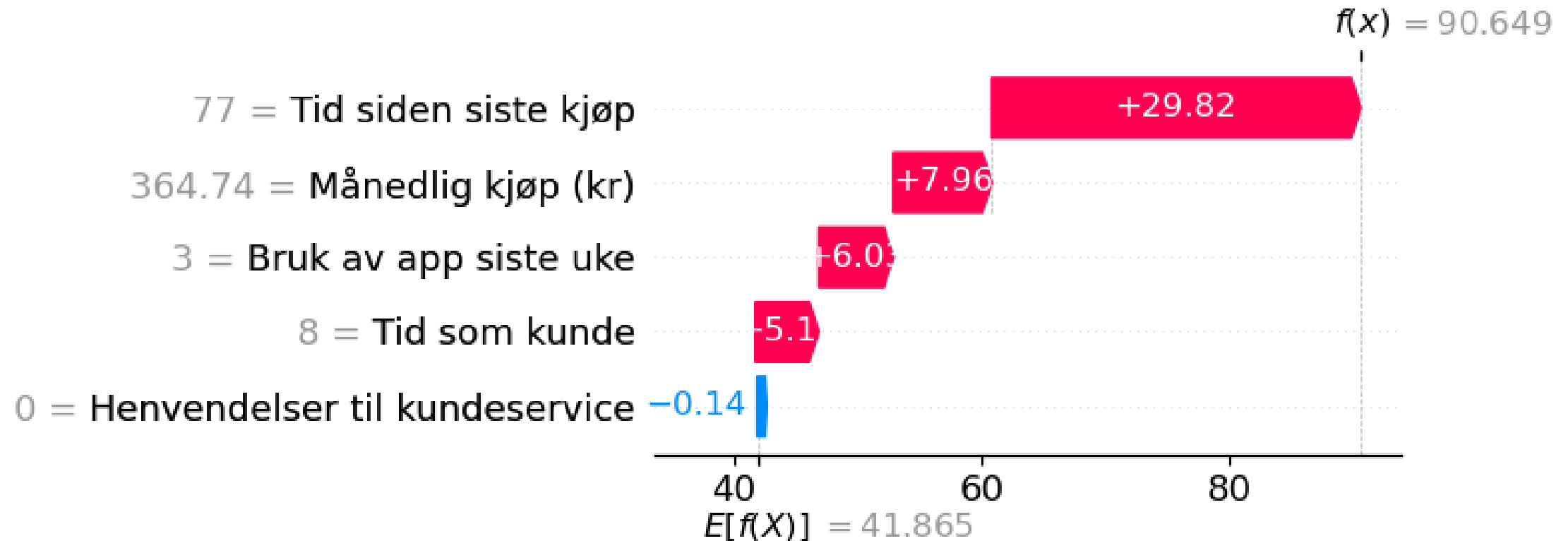
Prediksjon og forklaring

Kundefrafall: Forutsi, men hvorfor?

Hva som driver kundefrafallet i hele kundegrunnlaget

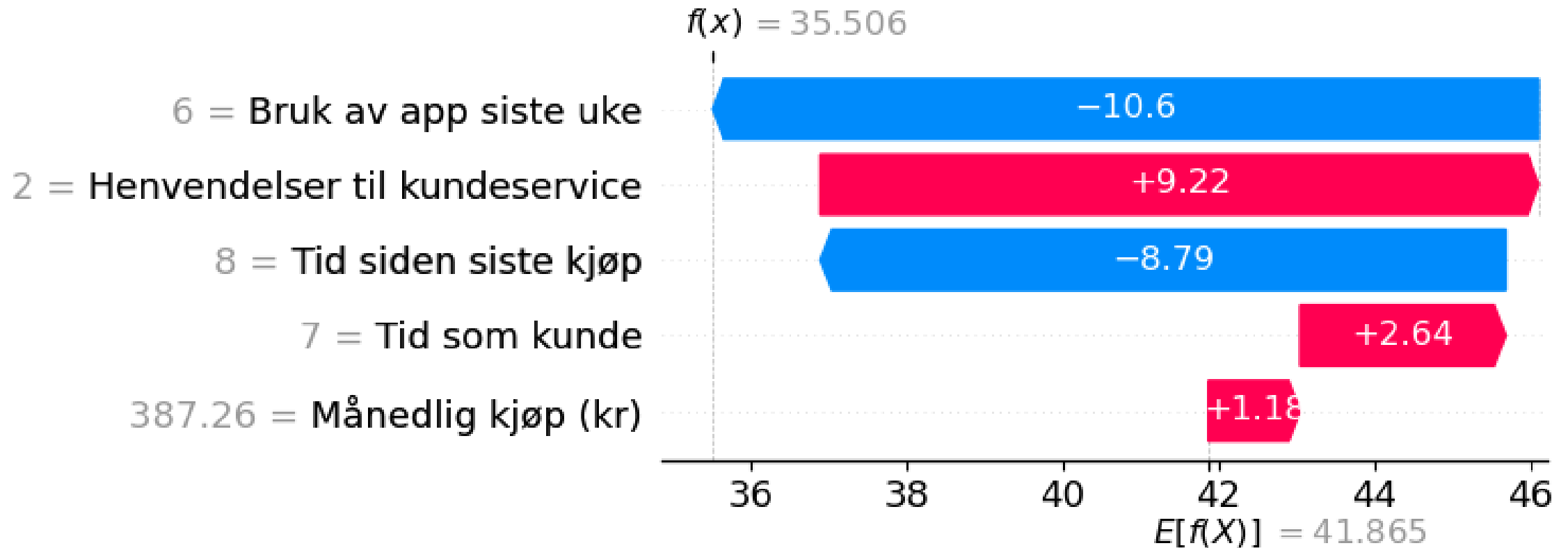


Hva driver risikoen for kundefrafall for kunde 3418 (fra 42% til 91%)



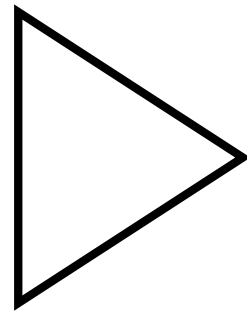
Bidrag til sannsynlighet for kundefrafall (prosentpoeng)

Hvorfor modellen undervurderte risikoen for kundefrafall (kunde 2561)



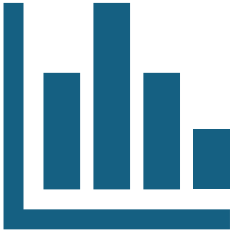
Bidrag til sannsynlighet for kundefrafall (prosentpoeng)

Hvem får æren – og hvorfor?



Google

Tiltak:
Øk Instagram,
Justér betalt søk



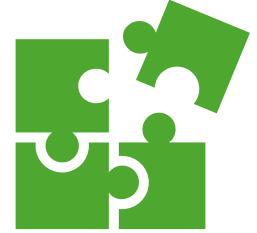
Beskrivende

Fra tall



Prediktiv

Innsikt



Forklarende

Handling



**Å telle tangenter er ikke
musikk.**

**Å telle klikk er ikke
innsikt.**