

Future skills for insights professionals

- How generative AI will change your job
- What skills you need to stay relevant



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CHAPTER 1

New tools, new skills, new role?



Should we be excited or nervous at the prospect of a new crop of generative artificial intelligence (AI) tools becoming widely available to the market?

It's a debate that has divided business leaders and tech evangelists. But one thing is clear—this technology is going to immensely transform the consumer insights and market research industries.

"...generative AI is likely to have the biggest impact on knowledge work, particularly activities involving decision making and collaboration"

[McKinsey, 2023](#)

Goldman Sachs recently reported that two-thirds of occupations in the US could be partially automated by AI. However, whether this automation translates into labor replacement is dependent on the skills that professionals develop in tandem with the implementation of new technologies. Any employee or business leader, therefore, needs to prioritize a clear understanding of how AI will impact the processes that

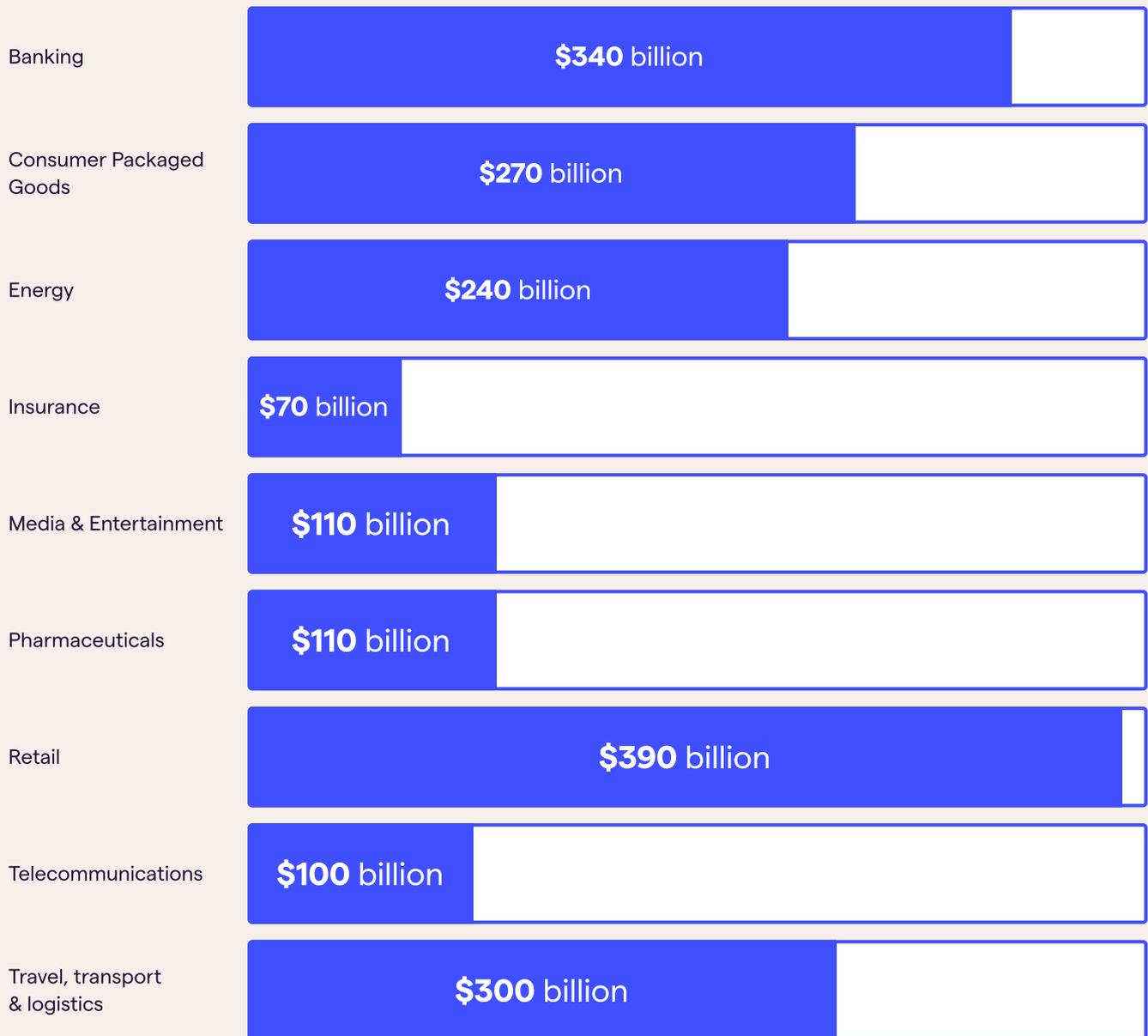
drive their specific industry or functional area of expertise.

In this executive guide, we've pulled together the facts about AI capabilities and limitations as they stand today. We'll look at early examples of AI technologies being used by insights teams and delve into the potential implications that presents to our global community of insights and intelligence leaders.

Rather than view AI-powered automation and optimization of processes as a way to eliminate human involvement, it's important to explore what new ways of working might emerge as a result and how we will govern those. Understanding these adjacent workflows and technologies allows us to create a picture of what new skills insights professionals will need and what new roles they will fulfill to operate in a more widely automated enterprise.

CHAPTER 1

Value of Generative AI productivity impact across industries



Automation could provide the global economy with an **annual productivity boost of**

0.2 - 3.3% from 2023 to 2040

CHAPTER 2

Employing AI – transforming insights roles

SECTION 1

Market Researcher Martha

How will she conduct market research in the future?



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Traditionally, market research involved labor-intensive processes such as survey creation, data collection, analysis, and report writing. Advancements in AI have been pouring into the market research sector for some time, in some instances automating tasks and in others making new forms of analysis possible.

AI is well-equipped to analyze vast data sets to identify patterns, correlations, and insights that might elude human observers. These technologies have already allowed researchers to explore data at speeds that were unthinkable previously while at the same time expanding the volume of data exponentially. For example, tracking the changing social media commentary on the characteristics of a given product category has been made possible in real-time through the ability of AI analytics tools to process huge volumes of dynamic data sets. Generative AI further enhances this data analysis to summarize outputs in easy-to-understand language rather than stopping dead at the presentation of numbers in dashboards.

Surveys continue to be an anchor strategy for testing out hypotheses on human preferences in market research projects. Generative AI has a large role to play in re-shaping the

entire process. For instance, Martha can use this technology to design a survey much faster. After entering a short brief outlining what she's looking to achieve, these tools generate a draft survey outline that she can then edit and refine to make sure it meets your exact needs. In this scenario generative AI is acting as an efficiency enhancer for Martha, turbo-charging the process so that she can become far more productive. It also removes the tedium of having to create everything from scratch. Additionally, AI can bake best practices drawn from previous work into its output accelerating time to final output even more.

→ **Scaling Data Collection with AI**
Generative AI is breaking new ground on how researchers conduct qualitative, open-ended surveys. Generative AI and conversational AI are being combined in AI-powered chatbots that can interact with survey respondents, for example hosting video calls with survey participants to run through conversations that explore a particular theme. Just as a human researcher would have a set of core questions prepared, so does the AI interviewer. What is revolutionary is the ability for the AI to respond to what is being said by the survey participant. Natural Language Processing (NLP) algorithms enable AI to understand and interpret human

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language. Add to this Generative AI and you find the Chatbot interviewer can adapt questions to fit the flow of the conversation, can create follow-up questions, and even play back points to the interviewee to check understanding. While the Chatbot interviewer is in no way a like-for-like replacement with a human researcher — depending on the survey topic and the depth of detail that needs to be investigated — it's easy to see how AI could scale data collection from interviews-based surveys to a level that is economically unfeasible with a human-only approach.

→ **Writing up market research reports with AI.** The process of writing up market research reports is time-consuming. Generative AI transforms the process making it possible to generate reports in a fraction of the time it takes today. Let's say you have conducted 50 open ended interviews - the AI tools can now summarize these into a very brief report that highlights the key themes in the data. Where structured data is being analysed already by

AI to surface patterns, generative AI can streamline the report writing process by automatically generating narratives that call out freshly identified trends.

While we have not yet arrived at the point where these AI generated reports are passed on without human supervision and further editing, the short-term impact is still high. It provides a massive boost in productivity to researchers and opens the door to even faster turnaround times which in turn can help companies make data-driven decisions promptly. As the technology advances further however, we can expect confidence in AI generated summaries to reach new levels and feed onwards into business directly.



SECTION 2

Insights and Intelligence Manager Patrick

How will he feed insights into
business in the future?



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As the insights and intelligence leader, Patrick is the voice of the customer in his organization. He tracks and explores the evolving needs, wants, and preferences of customers across a wide range of data sources. In parallel, he tracks wide market trends and competitor strategies using yet another set of data and intelligence sources. All this knowledge needs to be curated and synthesized into reports that are tailored for consumption by stakeholders across the business.

Typically, Patrick and his team will carry out a lot of desk research to uncover new insights or as a basis for informing a new research brief that will draw in fresh data. An example desk project might involve conducting competitor analysis across six cereal products, listing out the pros and cons of each, and then writing a summary report of the findings, as well as highlighting initial routes for what the company's new cereal product could do in terms of positioning and target groups.

This initial phase of desk research might well take several days and even involve commissioning an external agency. But today, new AI tools are beginning to run this entire process automatically after being given a few short prompts (or instructions) by the insights manager. In a matter of ten minutes or less, a full analysis and

report is generated by the AI. The detail in the analysis and completeness of the report provided is going to improve dramatically in the next few years as generative AI capabilities mature. The implications for Patrick are not simply tied to calculating how many people he needs on his team, they stretch beyond this into pushing insights teams to explore more scenarios, more frequently.

Another AI-enabled concept that will shape how quickly new hypotheses and opportunities can be identified and fleshed out, is the use of synthetic data. Auto-generating large volumes of data to build on ideas and test different scenarios may prove invaluable as a way of refining research design before investing time and money in collecting data from real people.

More nuanced insights are being uncovered with the aid of AI tools that can analyze sentiment in written and spoken content at a scale that would not be feasible for human analysts. Image analysis too can read into the physical expressions of survey participants providing a new layer of understanding to the data insights managers have at hand. Together, these AI-powered perspectives play an important role in enriching the depth of insights that managers curate.

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When it comes to writing a research brief or an RFP for agencies, we can already see a host of applications coming onto the market that use Large Language Models (LLMs) to generate a first draft. The productivity benefits of instantly having access to a skeleton research brief you can build on are obvious. Standardizing and connecting the auto-generated research briefs to an approved set of suppliers provides a further valuable level of quality control that can be applied across large enterprise teams.



SECTION 3

Marketing Manager Lauren

How will she plan and run campaigns in the future?



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Time is critical to the success of any campaign. Acting at speed is a priority and by accelerating time to insights, AI can help shorten the time it takes to respond to real-world events. The ability for AI to crunch through data and analyze customer behavior patterns, sentiment analysis, social media trends, and other relevant data opens the door to furnishing marketers with invaluable insights into consumer preferences, desires, and pain points.

Armed with this information, Lauren can create highly personalized and targeted advertising campaigns that resonate with their audience on a deeper level.

Insights and creativity come together in planning a successful campaign. For marketing managers, a string of interlaced AI tools can combine to increase efficiency of the process and even more importantly increase the effectiveness of campaigns.

At the very foundation of the campaign plan, insights and intelligence provide the guardrails for targeting and messaging. Even with the support of insights colleagues, it can take days to iterate through knowledge held within the company's insights data. AI assistants, such as Market Logic's DeepSights™, already allow marketing managers to interrogate their corporate

knowledge base fluidly by posing questions about markets in natural language, as though speaking with a colleague. In seconds, marketing managers can locate key data points and drill down further into what associated factors are involved in shaping demand for their products. While time-saving is a quick benefit secured by opening self-service access to marketing managers like Lauren, a more fundamental change to work patterns is likely. Companies of all sizes will find it easier to incorporate insights and intelligence into campaign planning flows as their standard policy and embrace an insights-driven approach at the heart of their business operations.

Co-creation workshops with agencies as well as consumers can be prepared within hours allowing companies to react faster to market events. Generative AI can turn around product copy descriptions, concept benefits and features, and even associated images in minutes. So, bringing to life multiple concept options which are to be evaluated becomes an easy task for teams of any size.

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Once it is time to set a campaign live, AI-powered tools can analyze a vast array of existing adverts, social media posts, and marketing collateral to understand successful messaging strategies, imagery, and tone of voice. This execution data analysis will be combined with the insights analysis and fed into AIs that can autonomously generate compelling ad copy, taglines, and visual elements such as images or videos.

Connections to advertising platforms will take this one step further to run in-market A/B testing and adapt the campaign further based on results.

AI will overcome barriers that still exist to delivering highly personalized experiences at scale. Real-time feedback loops that analyze consumer data and campaign performance metrics can connect back into generative AI tools to update and personalize in team time. With this level of flexibility, marketing managers can set new benchmarks for ROI, knowing they are equipped to keep their adverts relevant and compelling throughout the entire campaign lifecycle.



Key AI technologies

Generative AI refers to a class of artificial intelligence (AI) techniques that aim to create or generate new content, such as images, text, music, or even entire virtual worlds. Unlike traditional AI systems that are designed to recognize patterns and make predictions, generative AI models learn from large amounts of data and generate new outputs based on that learned information.

For example, in image generation, a generative AI model can be trained on a large dataset of images and learn to generate new images that have similar characteristics to the training data. Similarly, in text generation, a Large Language Model (LLM) can be trained on a corpus of text and generate coherent and contextually relevant sentences or even entire articles.

Natural Language Processing (NLP) Natural Language Processing is a subfield of artificial intelligence (AI) that focuses on the interaction between computers and human language. It involves the development and application of computational algorithms

and models to understand, interpret, and generate human language in a way that is meaningful to humans.

Large Language Models (LLMs) Advanced AI models that have been trained on massive amounts of text data to generate human-like language responses. They utilize deep learning techniques and vast computational resources to understand, process, and generate text in a way that is contextually relevant and coherent.

Machine Learning (ML) Machine learning algorithms can automatically analyze data and learn patterns and relationships without explicit programming. ML techniques are employed in market research to automate tasks like sentiment analysis, customer segmentation, or predictive modeling. By leveraging ML, market researchers can streamline data analysis, gain insights more rapidly, and automate repetitive tasks.

Deep Learning A subset of machine learning that utilizes artificial neural networks with many layers to extract high-level representations from

complex data. Deep learning models, such as neural networks and deep neural networks, can analyze large and unstructured data sets, enabling automated feature extraction, sentiment analysis, image recognition, and other complex tasks. Deep learning speeds up the development of insights by efficiently processing and learning from vast amounts of data.

Computer Vision Technologies enable the analysis and interpretation of visual data, such as images and videos. AI-powered computer vision algorithms can automatically identify objects, detect patterns, and analyze visual content. In market research, computer vision can be used to analyze consumer behavior through video analysis, perform image sentiment analysis, or extract data from images shared on social media platforms.

CHAPTER 3

Insights architect – a new role

Insights Architect Ian

Will a new role be required to weave insights into a future automated enterprise?



CHAPTER 3

Critical skills for a new role Tech literacy – mastery, even – of a whole new set of AI tools will become an essential requirement for insight professionals. This isn't just an imperative to complete their current job with greater efficiency but also to stay relevant in enterprises where access to information is universal.

As outlined, the toolset employed in the future to conduct research, then analyze and interpret data is set to transform. The revolution in AI toolsets in adjacent enterprise functions will be just as pronounced. We'll see the channels through which "intelligence" flows into the organization change, and insights leaders will be well-positioned to step up and take on more responsibility for shaping the end-to-end insights journey. In addition to being accountable for the quality and volume of knowledge available, they will have responsibility for how intelligence reaches and is absorbed by the business.

Feeding insights into the core of business and operational systems will require a much closer collaboration with IT and ops than is common today. Leaders will need to consider in detail where insights and intelligence will be connected to business tasks — for instance, which group of AI assistants will be interfacing with other systems

assistants to locate and draw in the relevant insight? Importantly, within this new technical architecture, how will the insights leader govern and validate the insights and underlying data that are being shared on a real-time basis? Rather than defining the end point of the insights management process as a handover to the business, tomorrow's corporate intelligence strategist will plan how insights are woven into the everyday operations of the business.

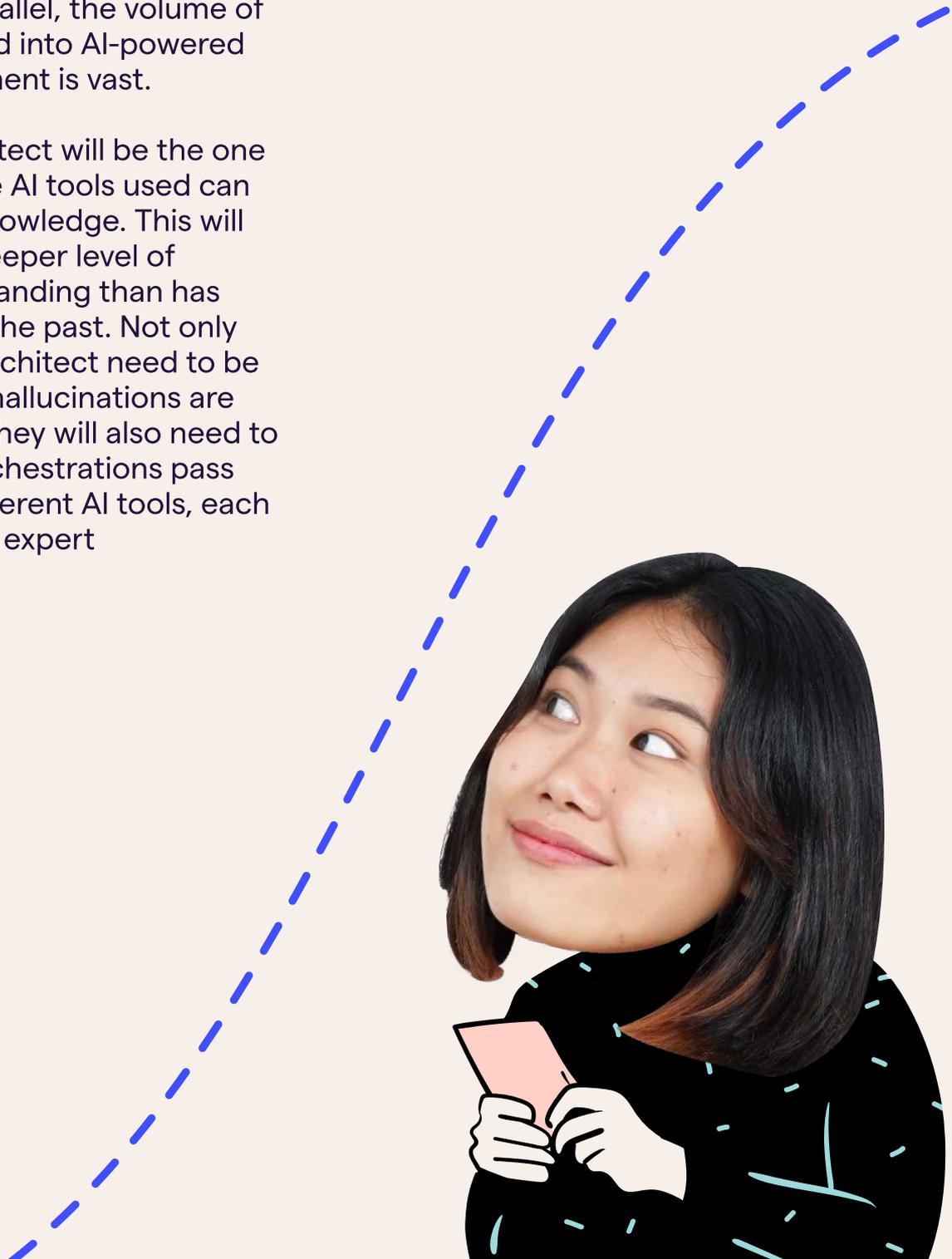
Guardian of data quality While generative AI presents incredible opportunities, it also raises important ethical considerations. As AI generates content autonomously, there is a need for human oversight to ensure the outputs are trustworthy, and that any recommendations or suggestions align with brand values and ethical standards. A balance needs to be struck between efficiency and ensuring the core insights and intelligence continue to be robust.

The risks of incorporating poor-quality data into strategic planning are not new. Insights teams already have the responsibility for scrutinizing data before sharing it with their stakeholders. Equally, they have governance practices in place to ensure newly developed research is created by adhering to exacting standards. In some industries, such a

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Pharmaceuticals and Financial Services, detailed compliance audits are required to track the entire research process. What is new about incorporating AI, is the speed with which data sources are being combined to uncover new knowledge. In parallel, the volume of raw data being fed into AI-powered insights development is vast.

The insights architect will be the one to ensure that the AI tools used can faithfully share knowledge. This will again require a deeper level of technical understanding than has been required in the past. Not only will the insights architect need to be satisfied that 'AI' hallucinations are not present, but they will also need to govern how AI orchestrations pass data between different AI tools, each of which will have expert functionality.



CHAPTER 4

Human and AI collaboration

Human and AI collaboration

“Generative AI can drive value by working in partnership with workers, augmenting their work in ways that accelerate their productivity. Its ability to rapidly digest mountains of data and draw conclusions from it enables the technology to offer insights and options that can dramatically enhance knowledge work. This can significantly speed up the process of developing a product and allow employees to devote more time to higher-impact tasks.”

McKinsey, 2023

The adoption of AI in research and insights heralds a transformative era, empowering insights managers, researchers, and marketing managers to deliver more efficient and valuable outcomes. The journey has just begun, and as AI technology continues to evolve, its impact on organizations will only grow.

Rather than eliminating the need for marketing and consumer insights professionals, generative AI is more likely to augment their capabilities

and equip them to deliver higher-value work while being more productive. Nonetheless, the transformation is going to run deep, and insights professionals should be prepared to champion different ways of working not simply in their own teams but across the business.





About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our AI-enabled insights management platform allows insights teams to equip business decisions makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, Astra Zeneca and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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