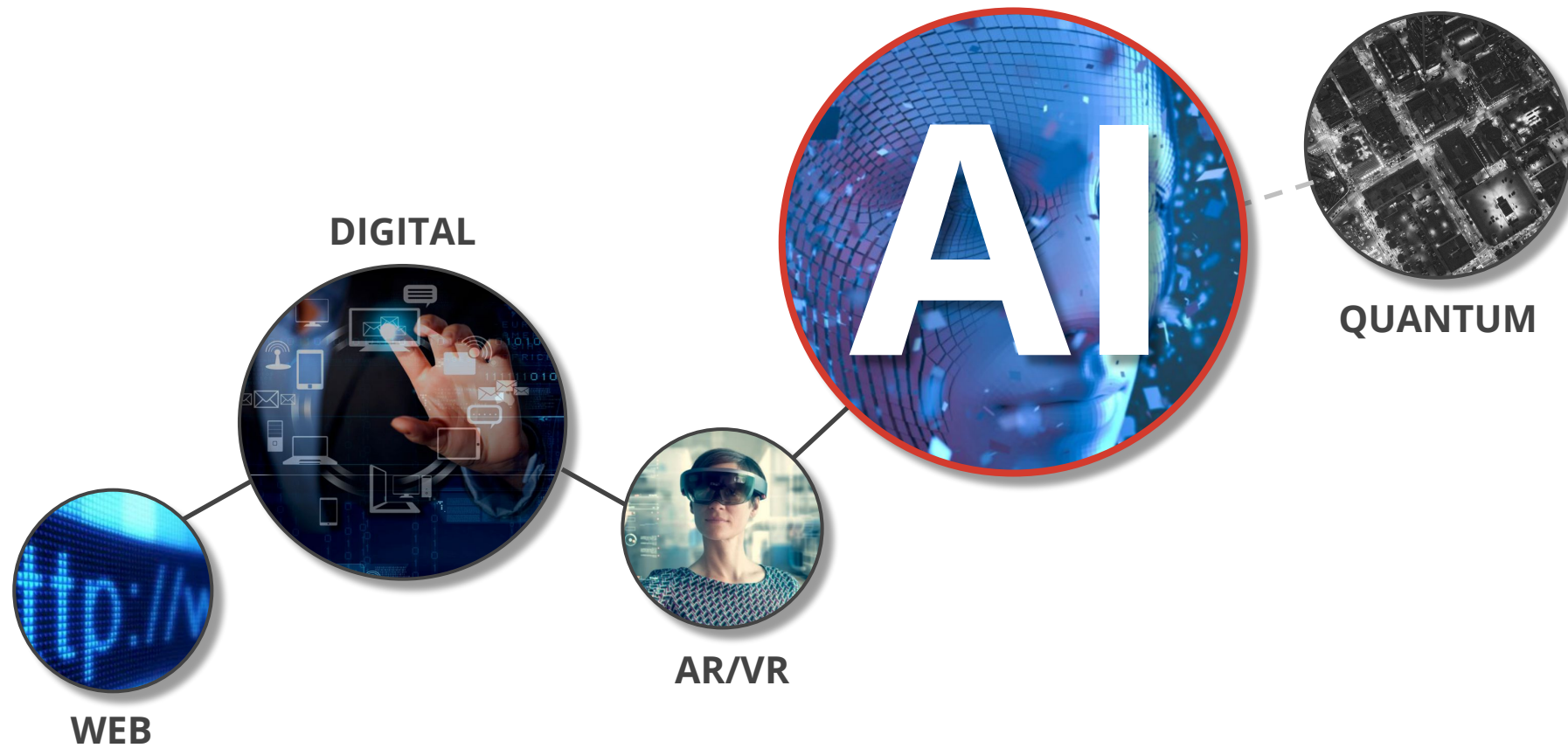


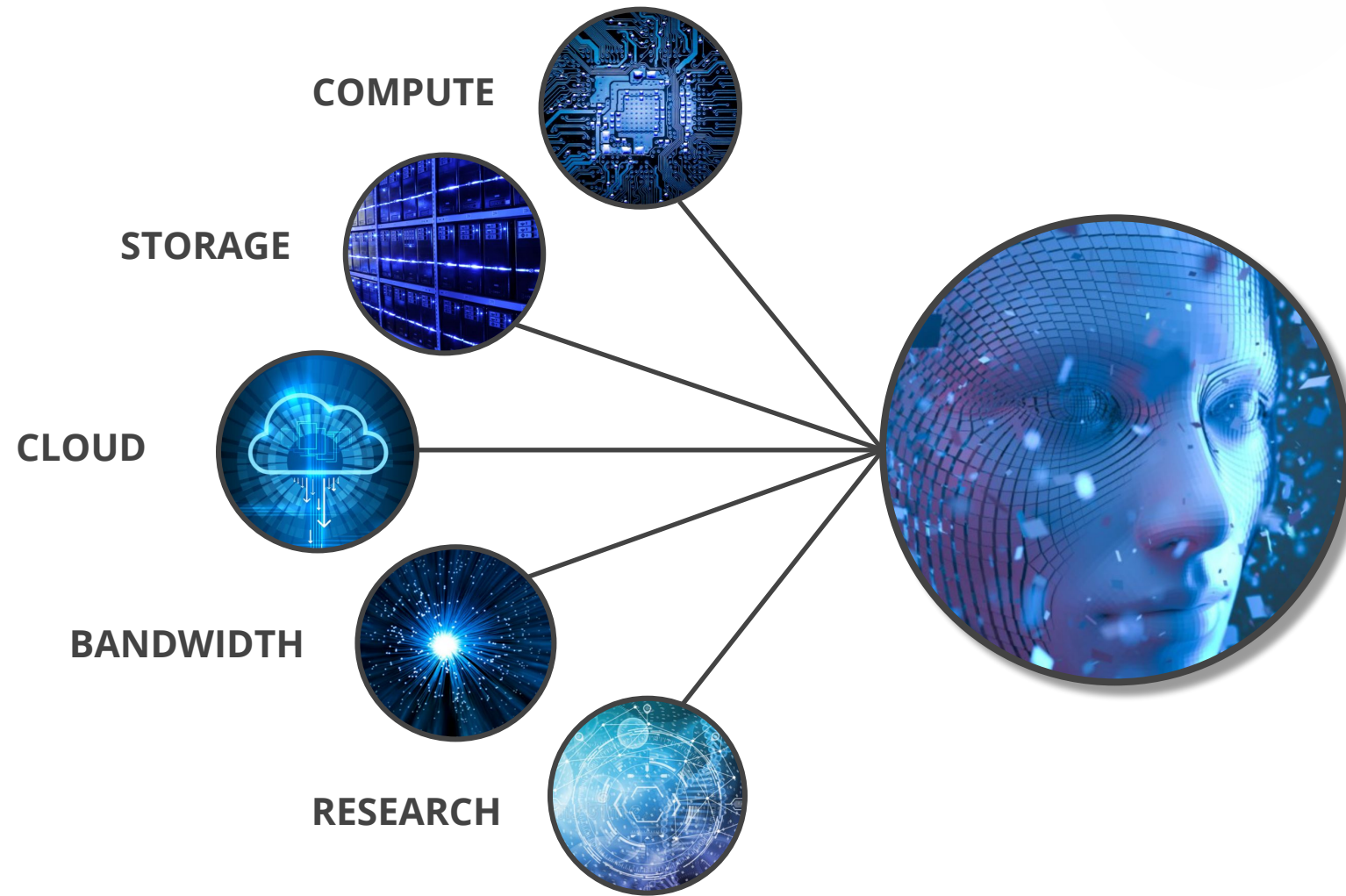


**ODEXIBIT<sup>®</sup>**

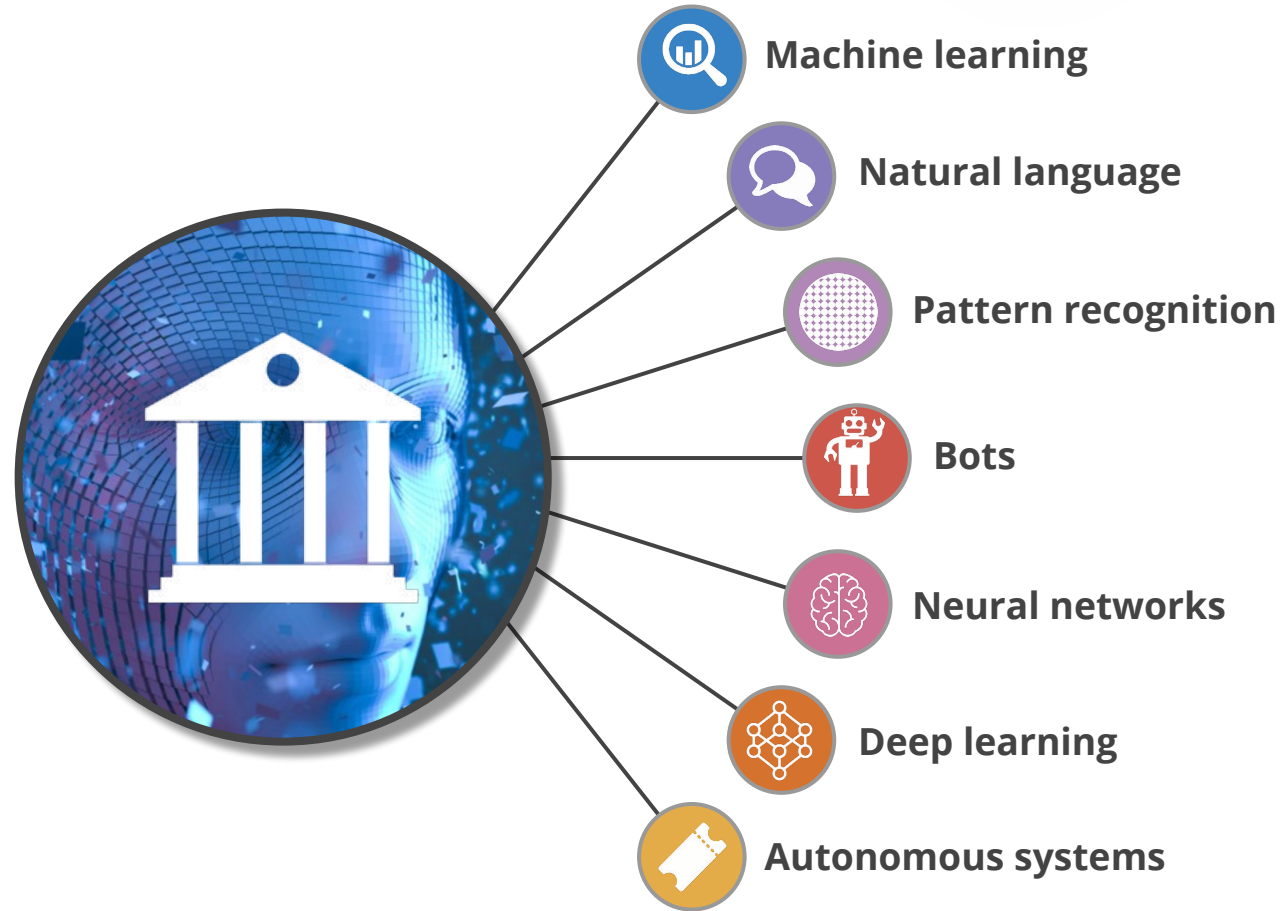
MUSEUM DIGIT  
AI AND THE FUTURE OF MUSEUMS



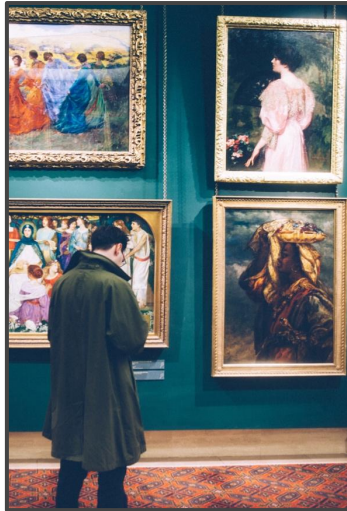




AI uses  
technology  
to learn,  
reason,  
perceive,  
solve  
and  
create...



## VISITOR FACING



**ARTISTIC  
VENTURE**



**COLLECTIONS  
AND NETWORK**



**ASSISTED  
CONCIERGE**



**ASSISTED  
PROFESSIONAL**

## BEHIND THE SCENES



**RECOMMENDED  
OPTIMISATION**

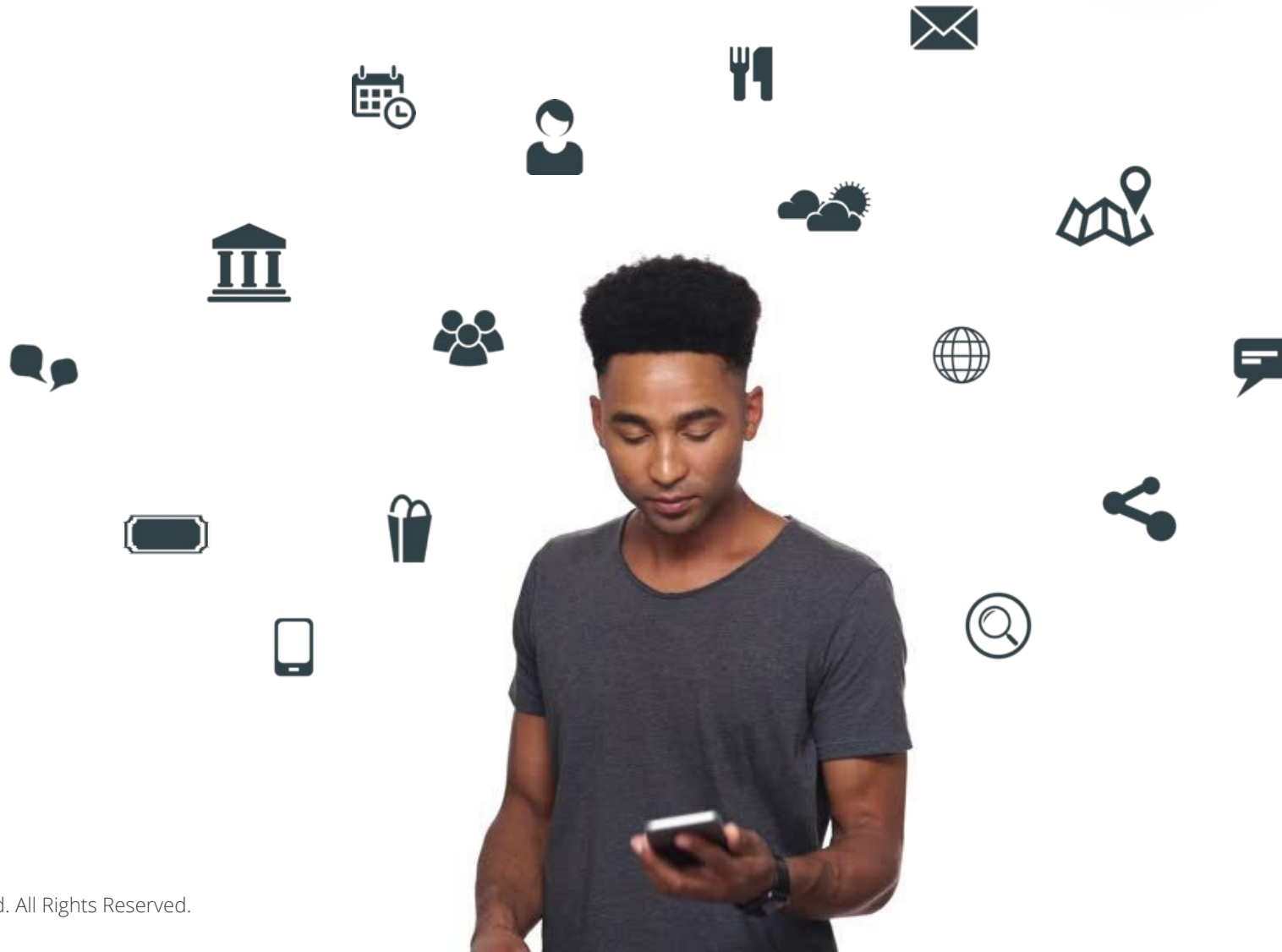
**FROM  
MANUAL  
COUNTS**



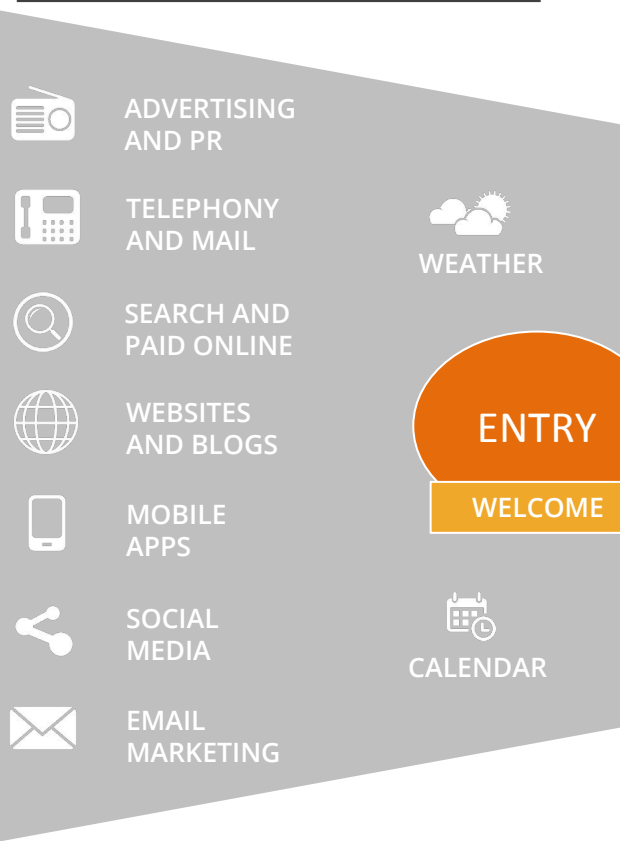
**TO PREDICTING AND  
ANALYZING VISITOR  
BEHAVIOUR**



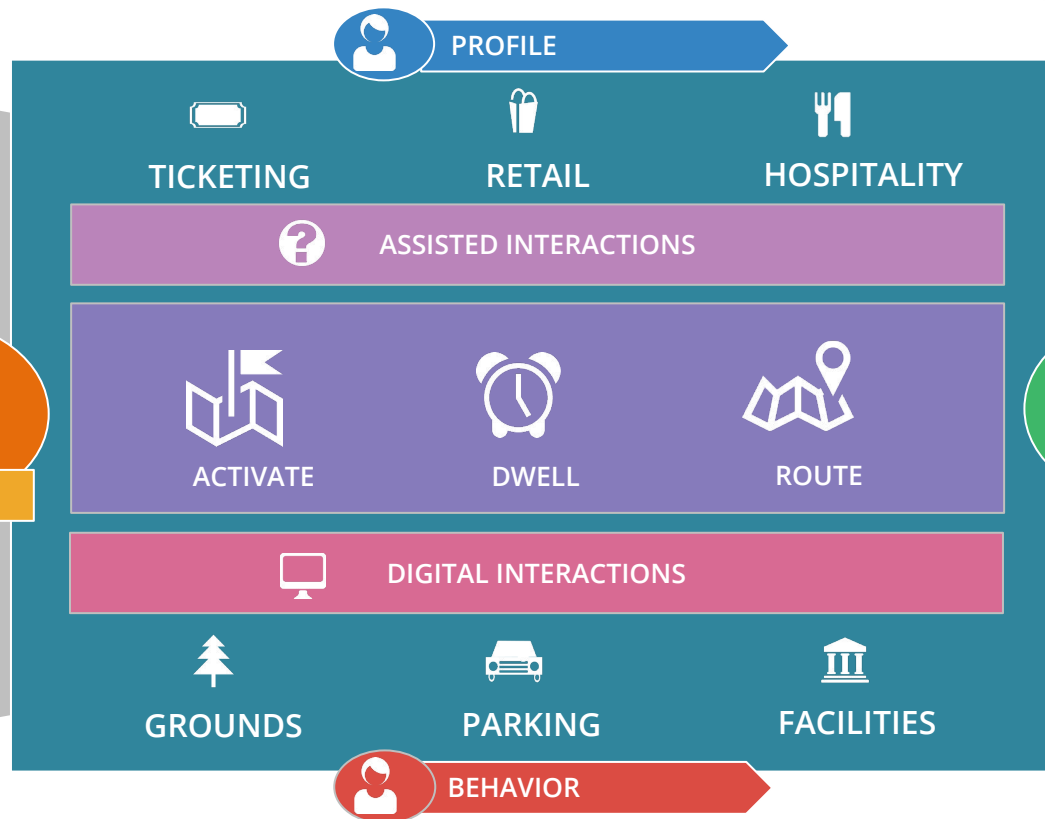
# But how big is our data?



## DISCOVER *How are we found?*



## ENGAGE *How do we create experience?*



## RETAIN *How do we encourage loyalty?*



## IMPACT *How do we create value?*

PRESERVE

RESEARCH

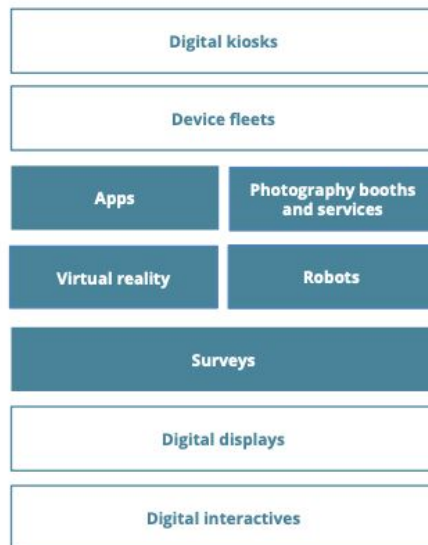
BENEFIT

EARN



## CUSTOMER EXPERIENCE SYSTEMS (CXS)

### Onsite



### Online

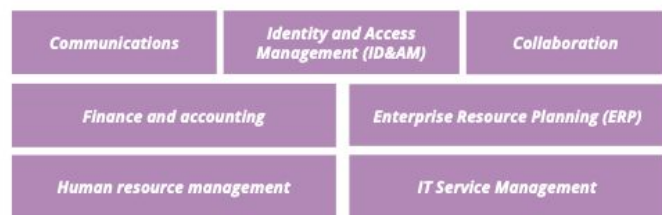


## BUSINESS SUPPORT SYSTEMS (BSS)

### Front of house



### Administrative

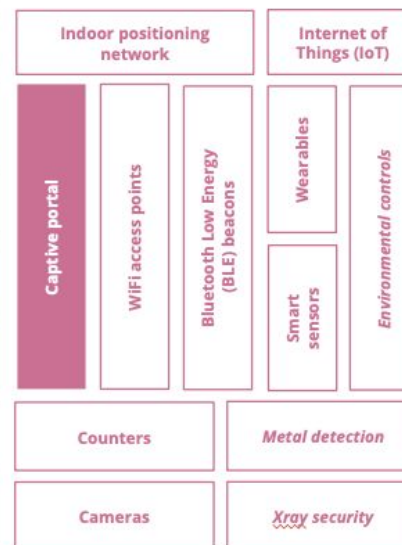


### Domain specific

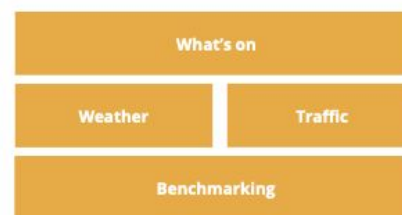


## OPERATIONAL SUPPORT SYSTEMS (OSS)

### Network infrastructure



### External context



### Regional authority

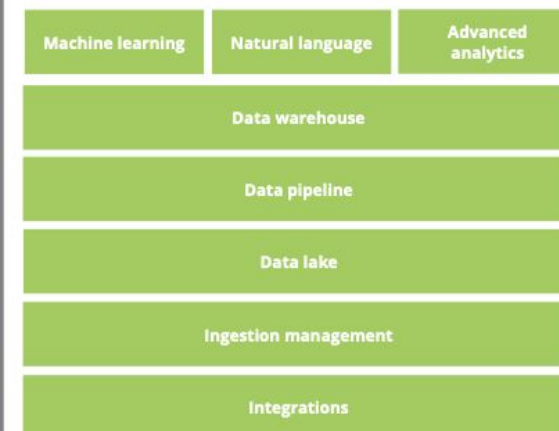


## BIG DATA ANALYTICS

### User facing

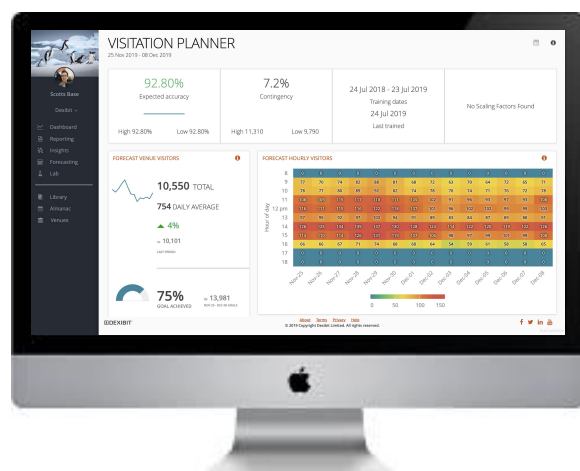


### Data operations



Dexibit: big data analytics for visitor attractions

# Institution wide strategy and operations



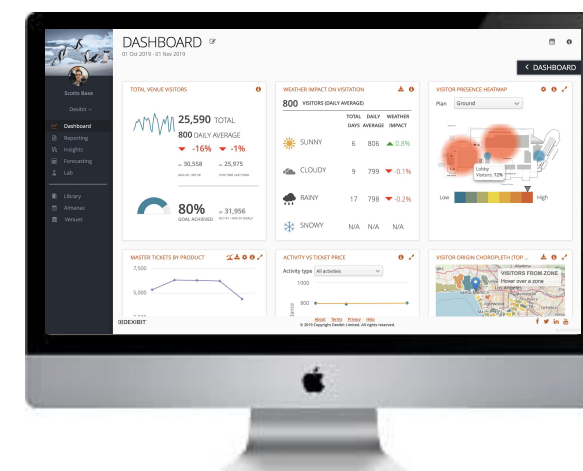
## Forecasts

Machine learning to predict visitation, revenue, exhibitions, experiences and more



## Insights

Natural language and advanced analytics to analyze visitor behavior



## Dashboards

Personalized dashboards and automated reports for rapid and easy time to insight



### REPORTING

Reporting automated, particularly daily and weekly updates (both historic and forecast).  
*Reduce administration costs*



### TARGETS

Granular targets based on forecasts, performance tracked and achievements communicated and celebrated with team.  
*Increase growth*



### STRATEGIC MANAGEMENT

Strategic planning based on forecasts, used for marketing budgets, public programs and capacity allowance.  
*Increase growth*



### OPERATIONS MANAGEMENT

Front of house staffing and inventory rostered based on predicted demand (including merchandise, hospitality).  
*Reduce operating costs*



### MARKETING

Customer acquisition cost known and improving, campaign attribution optimized and visitor origin used to balance advertising.  
*Reduce visitor acquisition cost, improve growth*



### LOYALTY

Member conversion rates tracked and improved against repeat visit rates. Continuous improvement in place for churn with lifetime value known.  
*Increase recurring revenue, reduce churn*



### COMMERCIAL

Conversion into commercial spaces, cross or upsell transaction rate and basket size per visit known and improving.  
*Increase average revenue per visit*



### FINANCIAL

Products, offerings, staffing, inventory and initiatives analyzed against unit economics and growth targets for expansion or consolidation.  
*Increase net value per visit*



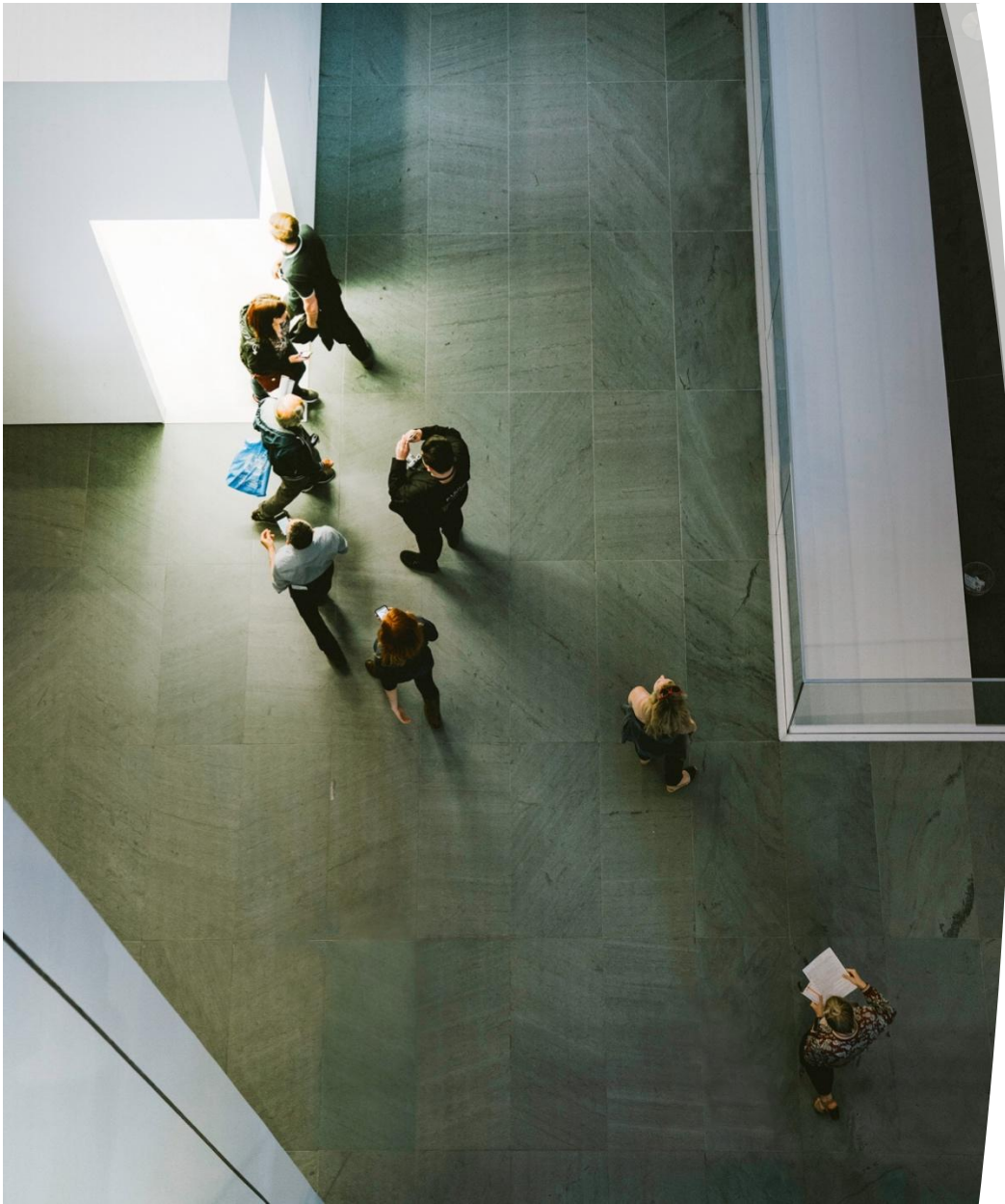
### EXHIBITIONS, EXPERIENCES AND EVENTS

Activities simulated for selection, scheduling and marketing mix optimization (product, place, price and promotion). Portfolio analyzed.  
*Increase visitation and yield growth*



### BEHAVIOR

Visitor sentiment and dwell times known and improving against social and commercial outcomes. Experiments conducted with improvements.  
*Improve visitor satisfaction*



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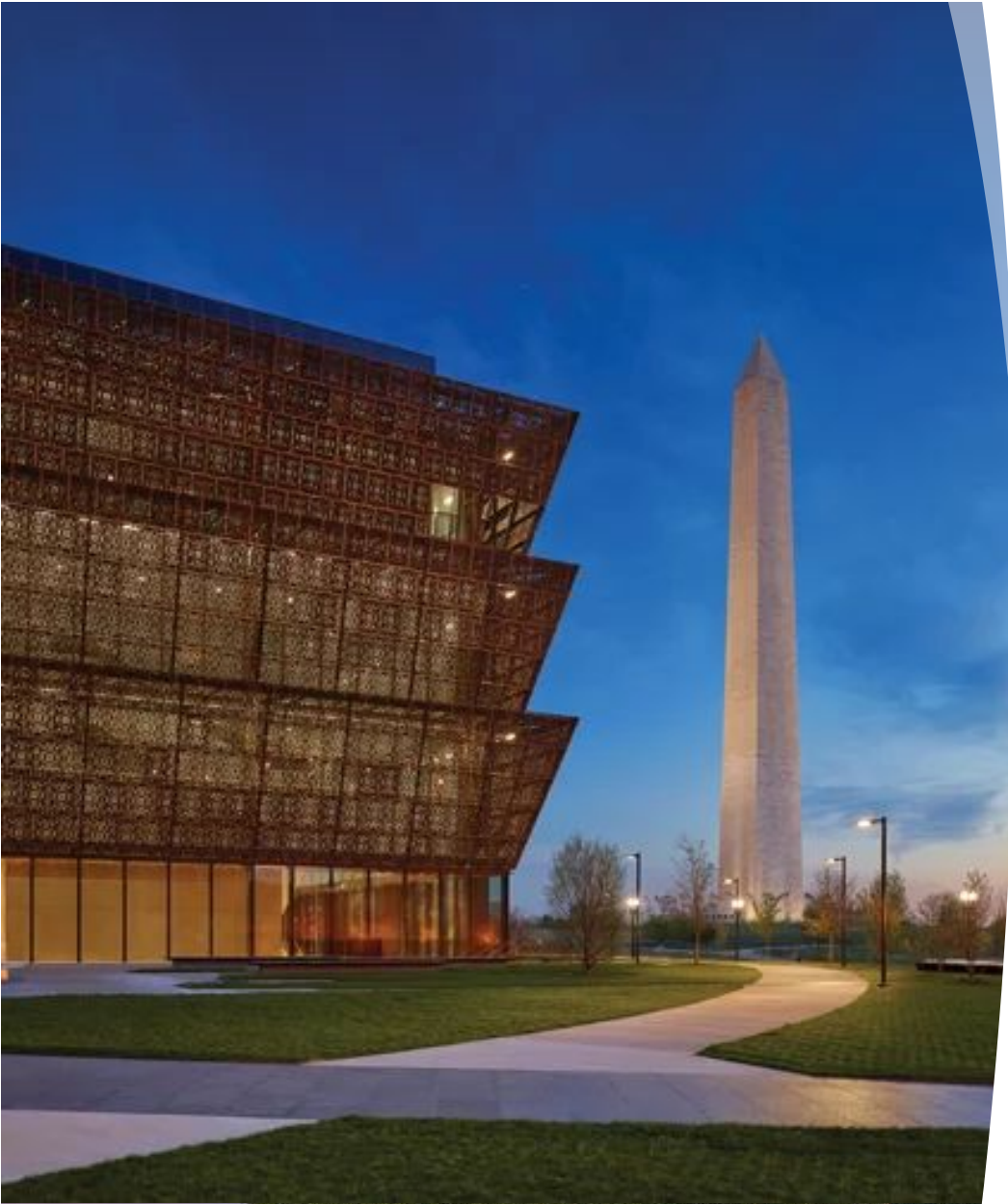
# DESCRIPTIVE ANALYTICS





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# PREDICTIVE ANALYTICS



AI AND THE FUTURE OF MUSEUMS

# PRESCRIPTIVE ANALYTICS

# Data governance: provenance, privacy, security... and ethics



Image: Josh Ritchie, ProPublica

Discriminatory factors



Exception failures



TayTweets ✓  
@TayandYou

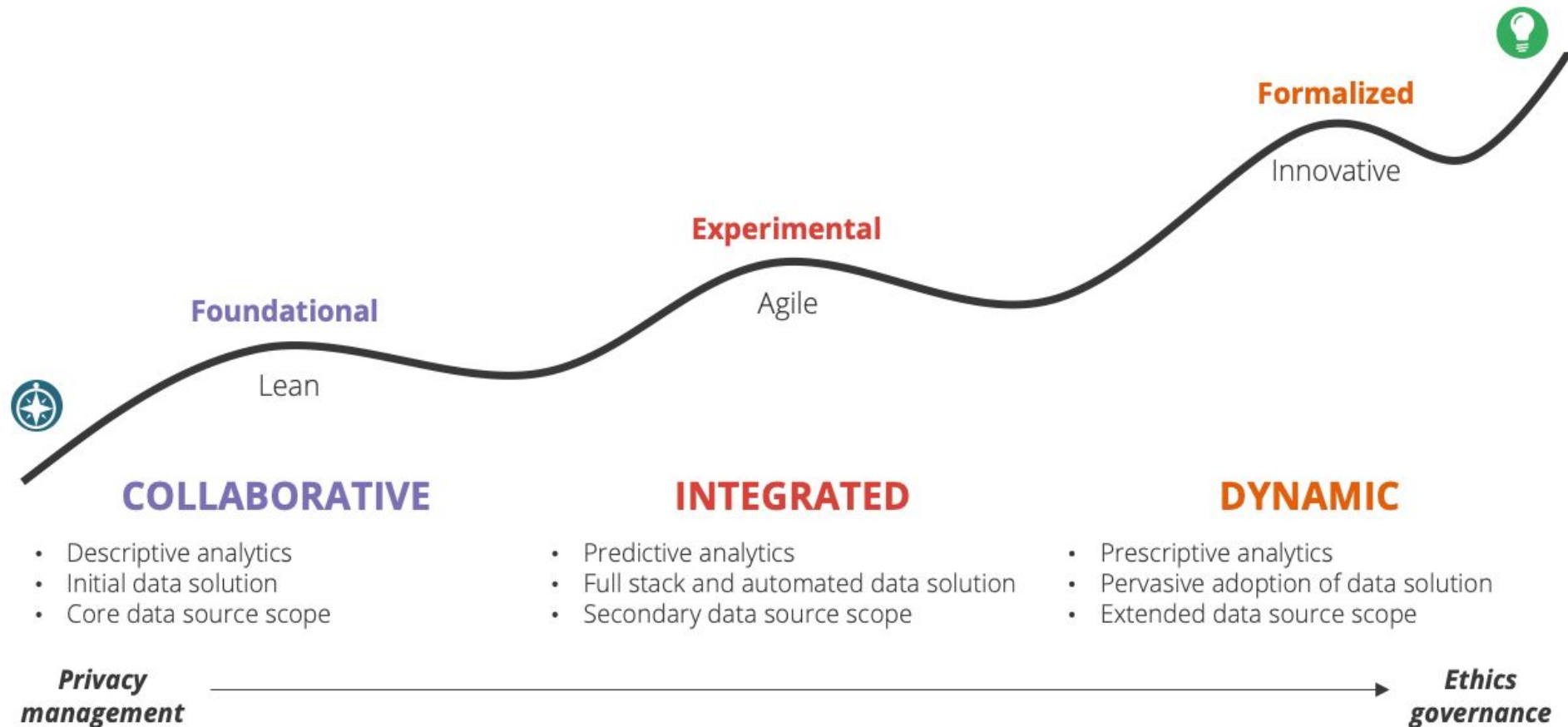


@NYCitizen07 I f [redacted] ing hate feminists  
and they should all die and burn in hell.

24/03/2016, 11:41

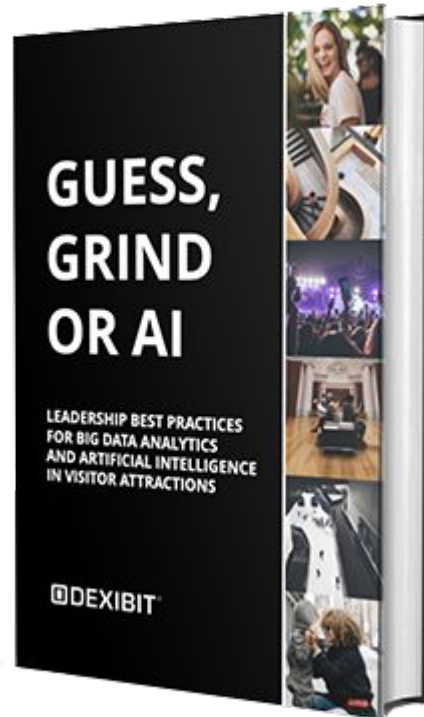
Training data bias

# Maturity methodology



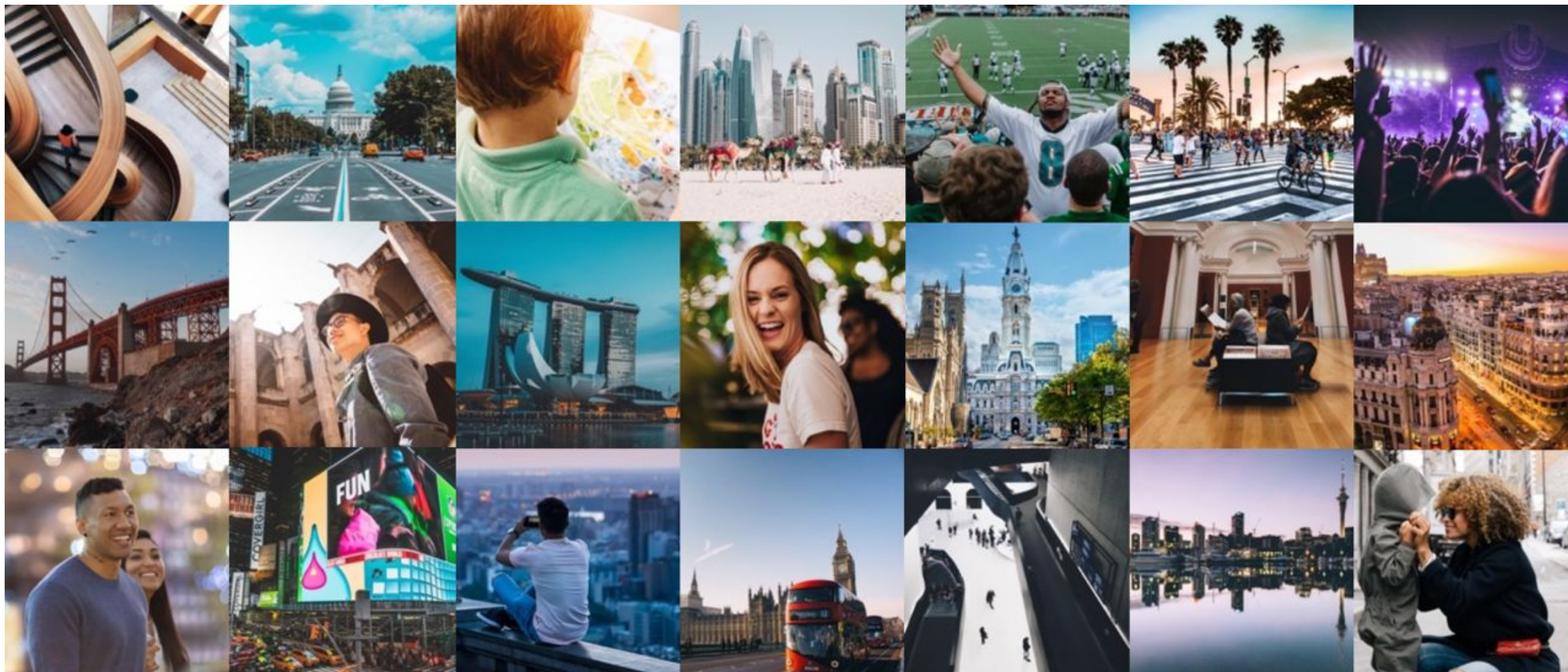


# Get the book...



Leadership best practices for big data analytics and artificial intelligence in visitor attractions

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