At KPMG, our approach to data and analytics is centered on helping our clients realize the potential of using data science to drive strategic decisions, and to trust in integrating algorithms as part of their day-to-day business. First, we examine Always-on Signals, a data science framework developed at KPMG to harvest the potential of endogenous and exogenous signals. We will focus on one simple and yet powerful demonstration of Always-on signals called Density Signals that is rooted in geospatial data. The emphasis will be on the graphical illustration and the business use case of Density Signals as applied to a typical client need. Then, we will consider the use of virtual assistants and dialogue systems in the workplace and in customer-facing applications. While these powerful tools are disrupting how customers interact with businesses, and how users interact with their data, there is often misunderstanding as to the effort required to build and maintain a ‘virtual voice’ of an organization. We will take a look at a few key considerations where data science is essential to supporting and growing an automated dialogue system.

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