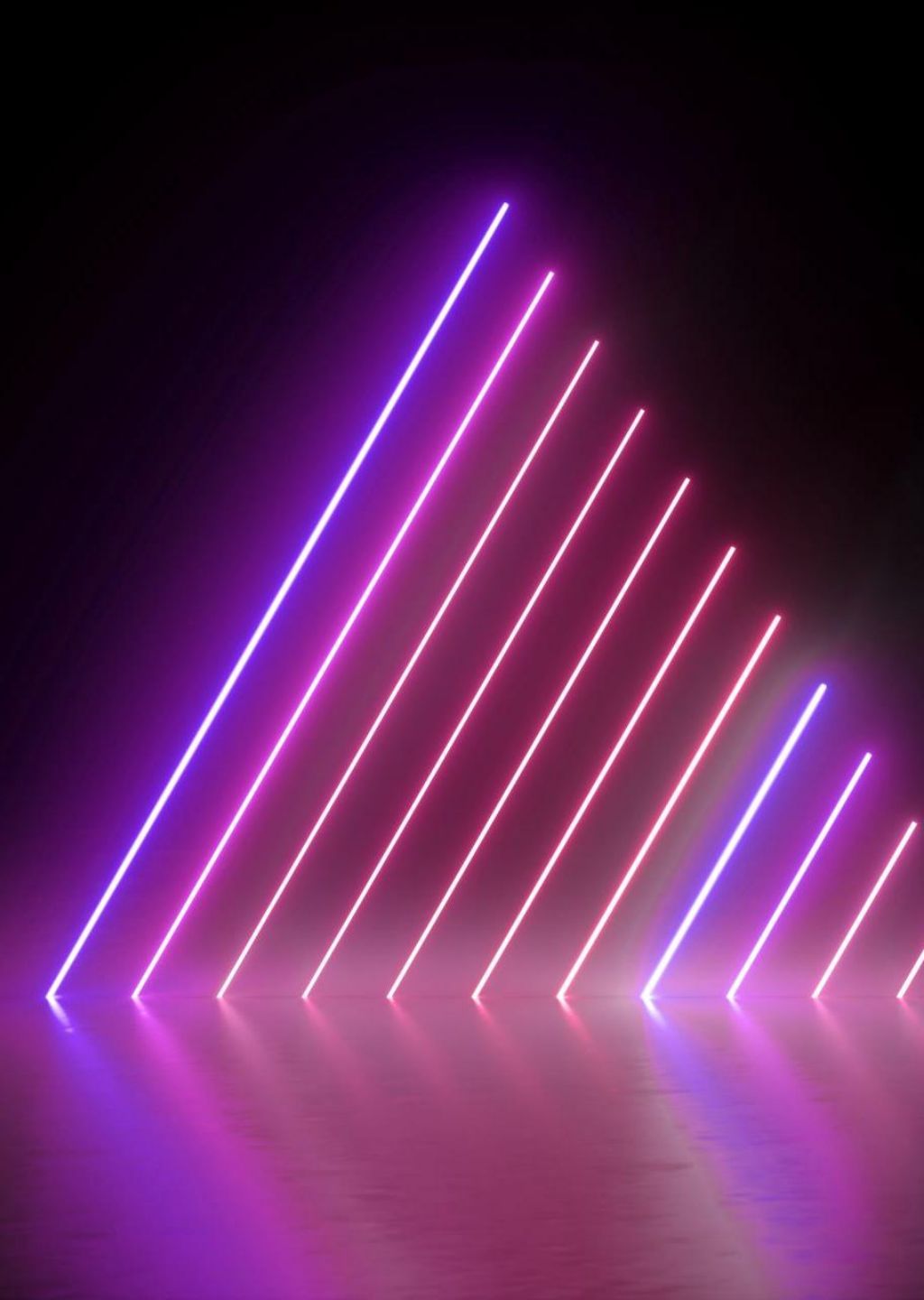




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# DATA DRIVEN MARKETING

Presenter Dr Francis Mukosa

PGDTM,BSC, BBA, MBA, DBA, FZIM

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PRESENTED  
BY DR.  
FRANCIS  
MUKOSA  
DBA, MBA, BA,  
BSC, PGDTM,  
DIPLOMA DATA  
ANALYTICS-  
OXFORD  
DIP-  
MARKETING,  
DIP-IT, HND  
IMIS, PRODIP-  
MARKETING,  
CERT-TOT,  
CERT-  
MARKETING

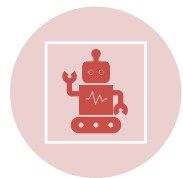


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- IT Consultant-ZAMMIM
  - IT Manager-AIBT
  - Marketing Manager-AIBT
  - Corporate Affairs Manager-AIBT
  - IT Administrator-BCHOD
  - Lecturer-ZCAS
  - Lecturer-AIBT
  - Lecturer-Heriot Watt University (EBS)
  - Senior Lecturer Information & Digital Marketing –ZCAS University
  - Director Postgraduate studies –ZCAS University
- 
- **Others**
  - Business Consultant
  - IT consultant
  - Entrepreneur
  - Fellow ZIM
  - Writer & communications expert, Digital Marketer and Lecturer
-

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# ARTIFICIAL INTELLIGENCE

- Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are designed to think, learn, and solve problems autonomously



## **Narrow AI (Weak AI):**

Designed to perform a specific task, such as facial recognition, recommendation systems, or voice assistants like Siri or Alexa. Narrow AI operates under a limited set of constraints and cannot perform tasks outside its specialized domain.



**General AI (Strong AI):** A theoretical form of AI that would possess the ability to understand, learn, and apply intelligence across a wide range of tasks, much like a human being. General AI remains largely in the realm of science fiction and research.



**Superintelligent AI:** A hypothetical AI that surpasses human intelligence across all areas. This concept is often discussed in the context of potential future developments and ethical considerations.

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# AI AT WORK IN THE SERVICE INDUSTRY

- <https://www.youtube.com/watch?v=zbo6SdyWGns>
- <https://www.youtube.com/watch?v=E2vCS-cRkrE>



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# AI CAN BE USED TO INTERPRET METRICS

## Financial Analysis

| Financial Indicator | Year (2023)    | Year (2024)    |
|---------------------|----------------|----------------|
| Gross Profit        | ZMK 34,000,000 | ZMK 36,000,000 |
| Net Profit Margin   | ZMK 15,000,000 | ZMK 14,000,000 |
| Cost of Goods sold  | ZMK 80,000     | ZMK 66,800     |





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# EXAMPLES OF AI APPLICATIONS

- <https://chatgpt.com/g/g-RGr8YRENd-chart-gpt-3>
- <https://gemini.google.com/app>



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# EFFECTS OF AI ON OTHER MARKETING ACTIVITIES

- Reduced effort of generating content for marketing
- Increased ability for Marketing planning
- Increased Budgeting abilities
- Animations and Advertising becomes easy





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# AI CONTENT MANAGEMENT

- [https://planable.io/schedule-social-media-posts/?utm\\_campaign=ww-campaign&utm\\_medium=ads&utm\\_source=google&utm\\_term=product&utm\\_content=gose01022105&gclid=CjwKCAiAp4KCBhB6EiwAxRxbpDVvw\\_GnVh9ENhiuAaklCBH\\_WzfqjG6caNPp7JIYGgp9R9GV0HFuUBoCVogQAvD\\_BwE](https://planable.io/schedule-social-media-posts/?utm_campaign=ww-campaign&utm_medium=ads&utm_source=google&utm_term=product&utm_content=gose01022105&gclid=CjwKCAiAp4KCBhB6EiwAxRxbpDVvw_GnVh9ENhiuAaklCBH_WzfqjG6caNPp7JIYGgp9R9GV0HFuUBoCVogQAvD_BwE)
  - <https://brand24.com/>
-

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# CONTACT DETAILS

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# QUESTIONS AND ANSWERS

