



performance

The Human Layer of Analytics: Turning AI into Better Decisions

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From the Information Age to
the
Era of Digital Overload

We have more data than ever.
Yet Decisions are not
necessarily easier





The Accumulation To Threshold Decision Model

Traffic Light Color

Distance to be
crossed

Slippery Road

Car
Approaching

Threshold



WALK



WAIT

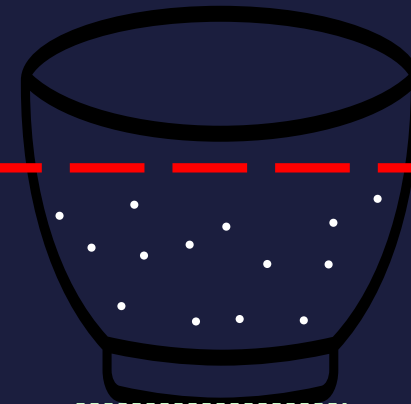
The Accumulation To Threshold – Decision Model

Foggy Night

Priorities Values Beliefs

Affect our Decision

Threshold



WALK



WAIT

AI and Analytics help us clear the Digital Fog

Data Governance & Quality

Data Integration

Data Warehousing & Data Lakes

Data Visualization

Real-Time Prescriptive Analytics

Agentic AI

Content Services

Text Analytics

Chat Assistant
Operational Streaming

Machine Learning AI

Generative AI

AI Agents



Human as a Bias Moderator



AI optimizes patterns.
Humans need challenge assumptions

The human role is to Question the data

Who is missing from this data?

What assumptions are built into this model?

Under what conditions would this insight fail?

Who benefits —and who might be disadvantaged?

Surface hidden assumptions

Introduce alternative perspectives

Turn insight into responsible decisions

Insight without challenge is bias with confidence

Accountability still
lies with Human





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Thank you !

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