

**WORKSHOP DAY ONSITE**  
OCTOBER 4, 2023

**CONFERENCE DAY ONSITE**  
OCTOBER 5, 2023

**WORKSHOP DAY ONLINE**  
OCTOBER 6, 2023



**AI products: faster path  
from being right to being loved**

Dainius Kniuksta,  
AI Product lead

# DATAMASS GDAŃSK SUMMIT

CLOUD AGAINST DATA



- Academia
- Weather forecasting
- "Defence"

chatGPT 

- Media / entertainment
- Tech companies
- Trade & commerce

- EVERYONE

WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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OCTOBER 6, 2023

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WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*"How many clusters would  
you like us to find?"*

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*Getting the AI product to be "technically correct" is expensive in multiple ways.*

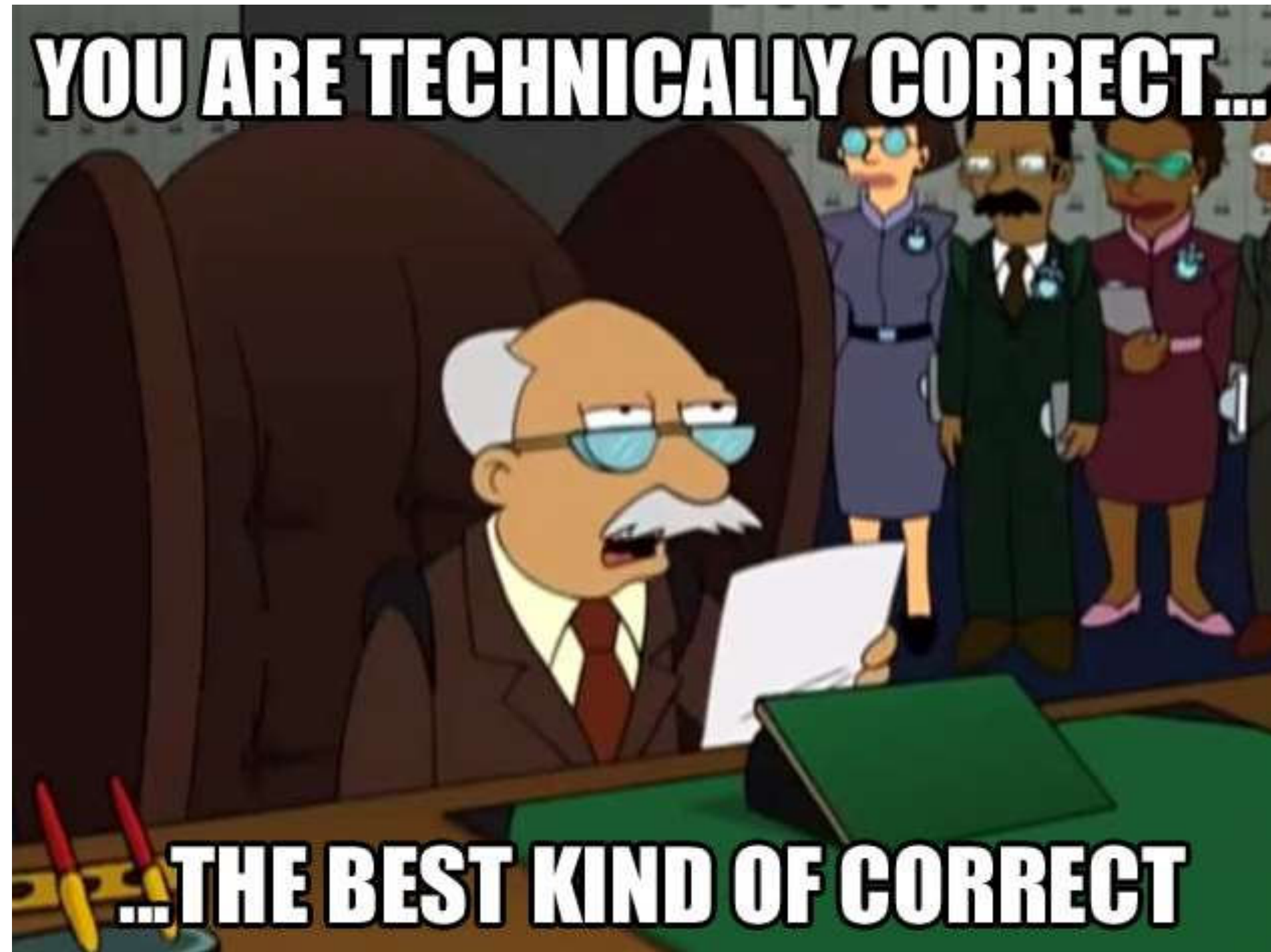
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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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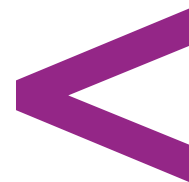
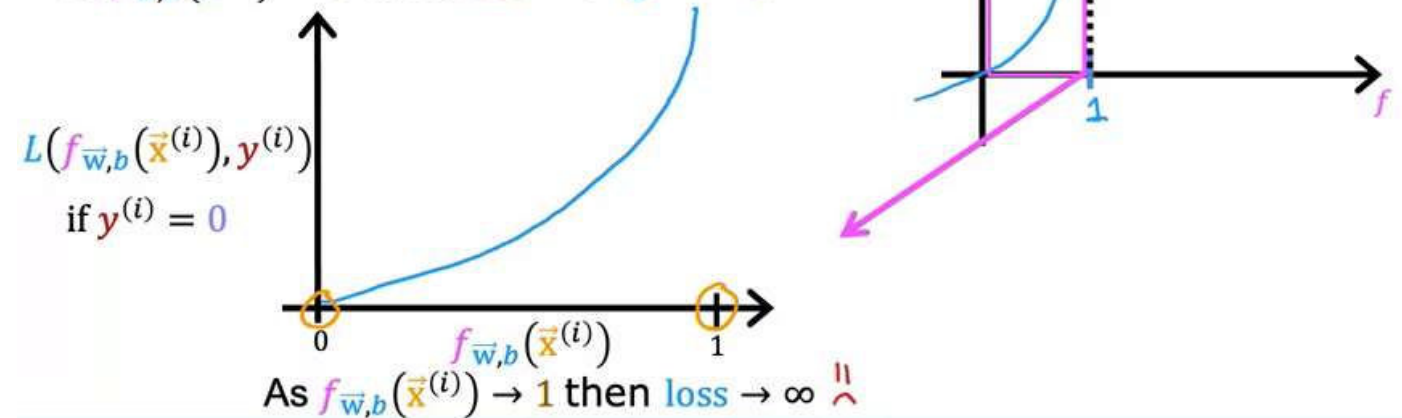
CLOUD AGAINST DATA



## Logistic loss function

$$L(f_{\bar{w},b}(\bar{x}^{(i)}), y^{(i)}) = \begin{cases} -\log(f_{\bar{w},b}(\bar{x}^{(i)})) & \text{if } y^{(i)} = 1 \\ -\log(1 - f_{\bar{w},b}(\bar{x}^{(i)})) & \text{if } y^{(i)} = 0 \end{cases}$$

As  $f_{\bar{w},b}(\bar{x}^{(i)}) \rightarrow 0$  then loss  $\rightarrow 0$   $\Downarrow$





WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*"Wow, that's funny - you  
are right for all the wrong  
reasons!"*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*People do not like being proven incorrect/wrong.*

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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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*"What's the formula for this? I want to double check..."*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
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*"Even if you get it right 3 times out of 10, it is still useful for my team."*

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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*While the power of the product is the tech / AI,  
the perceived value lies in the integrated  
intelligence.*

WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*"Your 'robots' are usually  
80% right, that's great!"*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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*"Are there any people about to burn out, so that we can look for replacements?"*

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CONFERENCE DAY ONSITE  
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WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*Being cloud native helps you shorten the path from being right to being loved.*



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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*"Why can't you just  
generate descriptions for all  
tasks in the project?"*

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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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*"Your work from last 30 minutes is gone, but try brainstorming with AI..."*

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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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OCTOBER 6, 2023

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*Now from the beginning - recap...*

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CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*Getting the AI product to be "technically correct" is expensive in multiple ways.*

- *Spend money and time trying to make **people feel** empowered.*

WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
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*People do not like being proven incorrect/wrong.*

- *Try to understand why they thought they were right and address the cause in a **transparent way**.*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*While the power of the product is the tech / AI, the perceived value lies in the integrated intelligence.*

- *Try to "behave" in a **consistent way**, so you build trust.*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*Being cloud native helps you shorten the path from being right to being loved.*

- *Try to experiment as much as you can, so you **make the impact people expect.***

WORKSHOP DAY ONSITE  
OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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**Transparency**  
**Consistency**  
**Impact**  
**Speed**



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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

WORKSHOP DAY ONLINE  
OCTOBER 6, 2023

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*"Wow, how did you know?  
This is WITCHCRAFT :)  
I love it!"*

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OCTOBER 4, 2023

CONFERENCE DAY ONSITE  
OCTOBER 5, 2023

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