**Insights from Unstructured Data for Marketing Value**

“There are 24 quintillion bytes of data created every day—that’s one billion billions,..” “And 90% of that data is unstructured.” (Andy Pandharikar, founder and CEO of commerce.AI quoted in <https://startups.microsoft.com/blog/commerce-ai-extracts-value-from-unstructured-data-with-openai/>).

Unstructured data have insights which, if extracted, can lead to substantial improvements in the return on investments in marketing.  We formed a research group named *Content Lab* at UWM to identify and work on research projects that can develop such insights.  The projects are identified based on (1) their innovativeness – whether they are addressing a new question (2) their business value – whether they can truly help improve marketing ROI and (3) their research potential – whether they can advance multi-disciplinary research in data science. The lab brings together faculty and doctoral students not just from UWM but from other universities such as the University of Chicago and the University of North Carolina – Charlotte to work on these projects.  We currently have a slate of about 25 projects that we are working on.  The talk will describe some of the research from this initiative that has been published and some projects that are in advanced stages.