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EUROMED 2020

BIG DATA ANALYTICS AND AI

The decade long rise of big data and artificial intelligence in museums

Cloud adoption enters mainstream

2010

Social now a multi channel effort for visitor engagement

2011

Select museums roll out early mobile apps

2012

Early adopters test business intelligence tools

2013

Digital leaders and strategies emerge

Early location aware experiences

2014

Use of dashboards emerges

First use of location analytics

2015

Early adopters pursue analytics as a strategic initiative

2016

Machine vision used to interpret collections

Art generated using cognitive computing

Museums using machine learning for forecasts

2017

Big data enters sector mainstream

Bots and robots begin interacting with visitors

Machine learning used to simulate exhibitions

GDPR comes into force

2018

Museums start analyzing voice of the visitor with natural language processing

Growing importance on data literacy in industry

Increase in global data ethics awareness
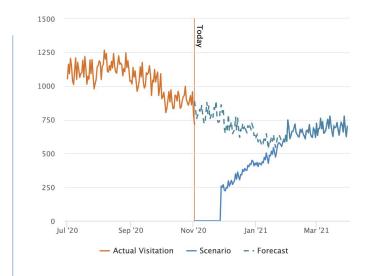
2019

2020

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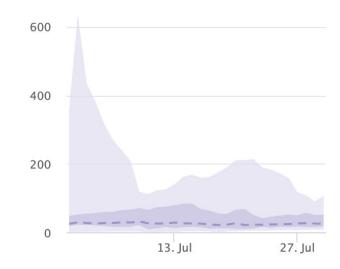
Data enablers in a time of crisis

Impact assessments

January - March 2020
Crisis emerging

Scenario simulations

April - June 2020
Lockdowns set in

Recovery benchmarks

July - September 2020
Reopenings begin

Data insights for today's priorities:

1. Safe and happy visitors
2. Financial sustainability
3. Return to growth

Visitation
Understand behavior, trends, patterns and demographics

Experience
Increase happiness, engagement and other visitor outcomes

Capacity
Prevent breaches, maximize utilization and optimize revenue

Demand
Increase reach, convert funnel and power growth

Loyalty
Improve conversion, reduce churn and increase lifetime value

Activities
Analyze exhibitions, experiences and events for visitor outcomes

Revenue
Increase Average Revenue Per Visit (ARPV) for various lines of business

Efficiency
Balance cost saving opportunities versus visitor outcomes

Yield
Balance ticket price versus volume to optimize revenue
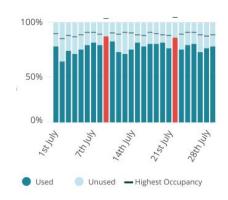
Portfolio
Performance manage across multiple venues
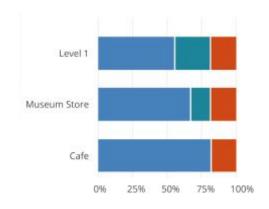
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Example: capacity

Between Jul 01, 2020 and Jul 29, 2020, the average capacity utilization was 75%.

Reduce breaches

Manage occupancy through tickets versus walk up, then using flow, count and/or pass controls to track and predict where breaches occur

The cafe is at the threshold for capacity and near breach. Level 1 has a supplemental capacity of 20%.

Increase utilization

Unlock capacity and smooth demand with targeted marketing, visitor advisory and operational scheduling tactics

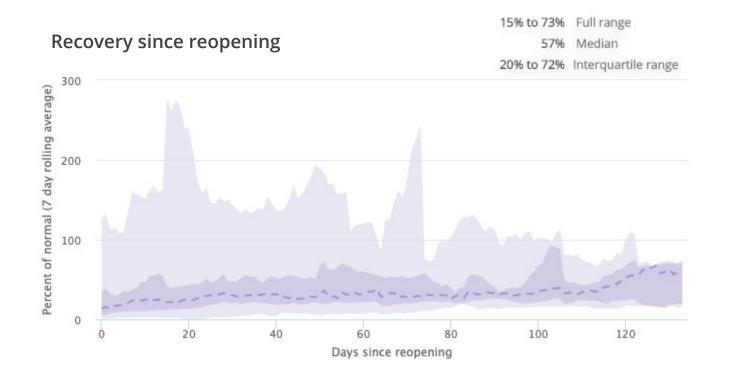The 2pm tour has 20 bookings, with a 12% attrition rate.

Optimize revenue

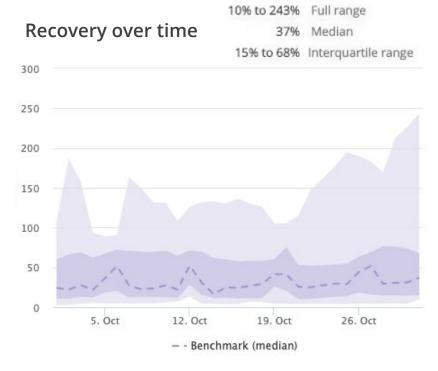Predict and analyze for attrition, admission revenue or upsell potential
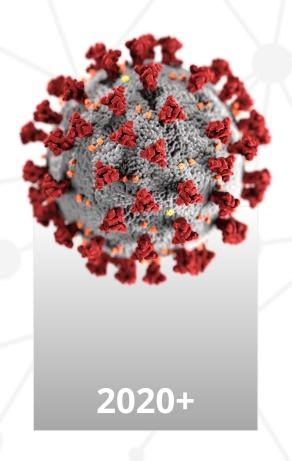
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Recovery in real time

To access and contribute go to join.dexibit.com.

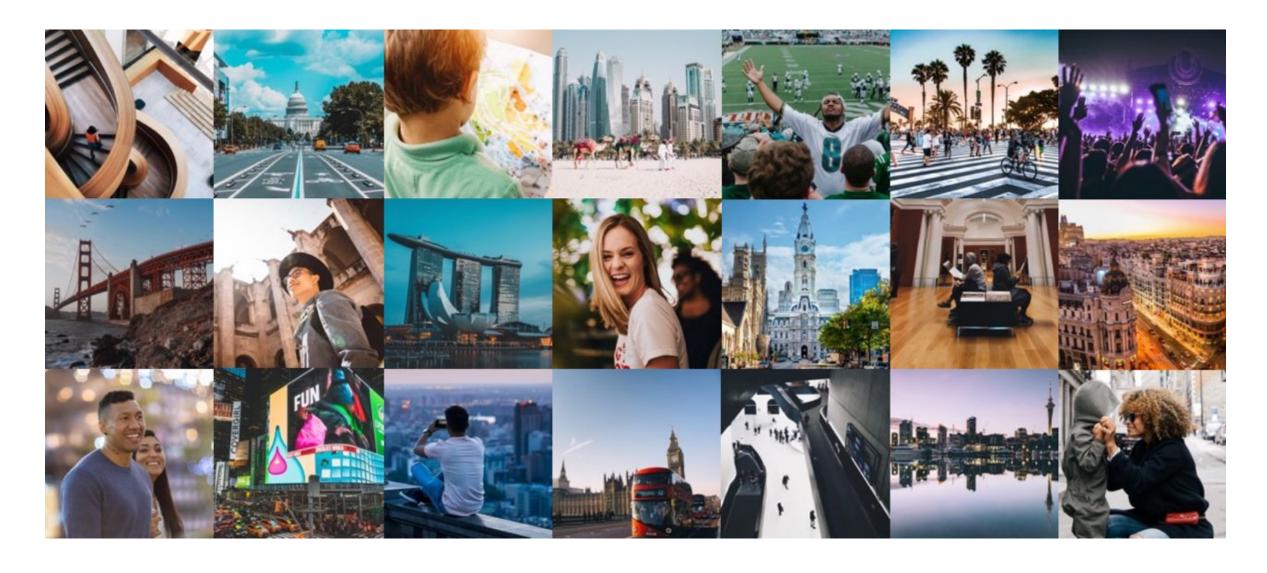*Free for visitor attractions, including a starter dashboard for managing visitation.*

Where to from here?

2020 to 2030 and beyond...

2020+

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