



- TOPIC:** No More Dashboards:  
Why Employees Aren't Using Data to Make Decisions  
And What We Can Do About It
- SPEAKER:** Nate Nichols, Ph.D.  
Chief Scientist at Narrative Science
- WHEN:** May 19, 2021 – 6:00PM
- WHERE:** Zoom Online Presentation  
[RSVP](#) or call **312.861.1100**



As Chief Scientist, **Nate Nichols** is responsible for defining Narrative Science's vision for AI and automated data storytelling, ensuring that our products are aligned to that vision, and articulating that vision outside of the company. Over his 10+ years at Narrative Science, Nate and other Narrative Science inventors have been granted twenty-five patents, with another twenty filed. Prior to his current employment, Nate earned his Ph.D. at Northwestern University in Artificial Intelligence with his thesis, "Machine-generated Content".

## Meaningful Data Presentation

Recent years have seen massive investments and improvements in various components of the modern Business Intelligence stack, but these advances have not benefitted the business users we expect to consume and act on this information – only *one third* report getting insights in a meaningful way.

This fact causes widespread disappointment and frustration in many organizations today. We believe the issue lies primarily with the presentation layer: dashboards deliver visualizations but are too underpowered to provide the accompanying narrative and extra-data context necessary for real understanding and action.

Fortunately, advances in NLP enable the automated generation of data-driven narratives as well as providing deep support for additional context. Together, these capabilities deliver on the last mile of data understanding and allow organizations to unlock more of the returns from the investments they've made in their data and analytics technology and processes.

## Join Us As We Delve Into Dashboards

In this talk, Dr. Nichols will discuss using NLP to create informational narratives and supporting context in order to yield more accessible and meaningful business intelligence.

## About Narrative Science

**Narrative Science** is a technology company based in Chicago, Illinois that specializes in data storytelling. The company has two data storytelling products, [Quill](#) and [Lexio](#), which aim to help businesses understand their data and the story behind it.

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## CONTACT INFO

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Polymorphic Systems offers application development services to help clients design, develop, and maintain their solutions.