

# Generative AI simulates realistic behaviors, enabling unprecedented marketing analysis Social Simulation Platform

## Background and Technical Challenges

Understanding people has become extremely crucial. However, traditional research methods, such as surveys, focus groups, and market pilots, are often slow, costly, and limited in scope. Predicting customers' complex, diverse, and emergent behaviors in the real world is challenging, and there is a growing expectation for approaches that leverage AI to efficiently and rapidly gain deep insights.



## R&D Goals and Outcomes

By leveraging generative AI to interact with digital personas that simulate real human behavior and interactions, we can quickly derive more realistic and customer-centric insights than before and innovate the ability and efficiency of marketing and sales-proposal planning.

### Key Technologies

#### 01 Core Technologies

- Combining sociology and AI to model social phenomena, human behavior, and interpersonal interactions
- Using generative AI to recreate the behavior, communication, and mutual influence of individuals and groups across diverse social and business contexts.

#### 02 Key Differentiators

- By leveraging generative AI to engage in conversations with personas can achieve interactive and detailed insights quickly and cost-effectively
- Detailed insights for groups and individuals
- Dashboards effective for analyzing personas from various perspectives

**Use Cases** Multi-Industry  
(Marketing/ Personalize Recommendation)

**R&D phase** Business

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