

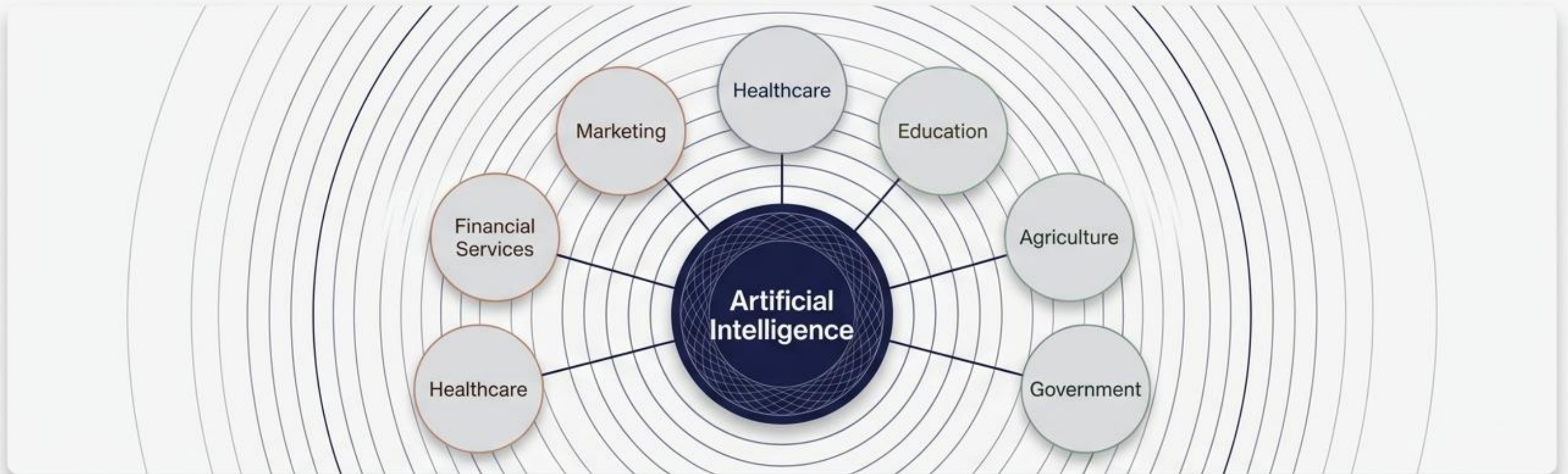
STATE OF AI: Emerging Developments & Transformational Opportunities

How AI is fundamentally reshaping the future of marketing and social research in Nigeria.

**From Data
Collection to
Intelligence
Creation.**

Dotun Adeoye | Co-Founder, AI in Nigeria

The Biggest Shift in Knowledge Work Since the Internet

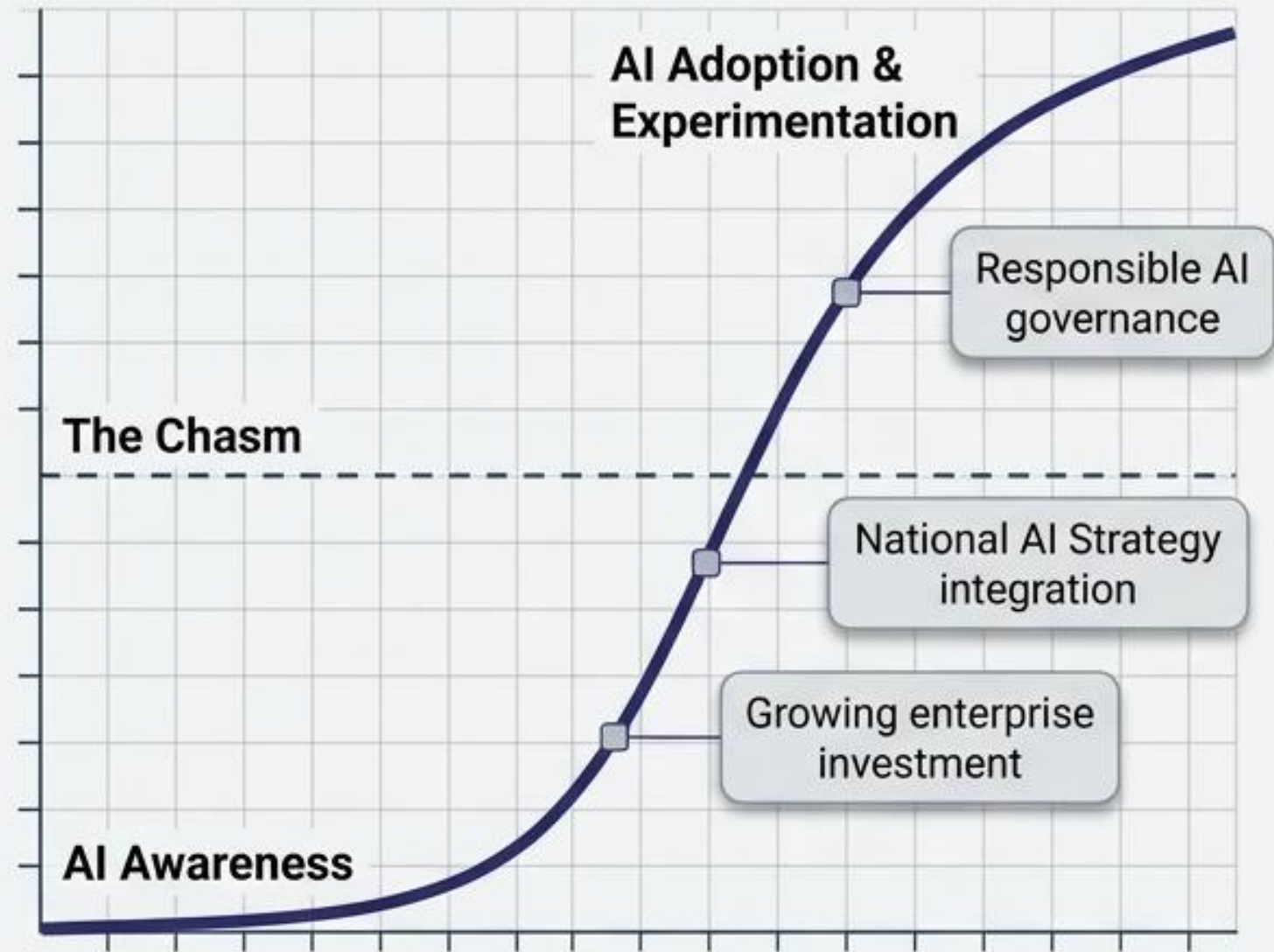


The Four Pillars of Augmented Research

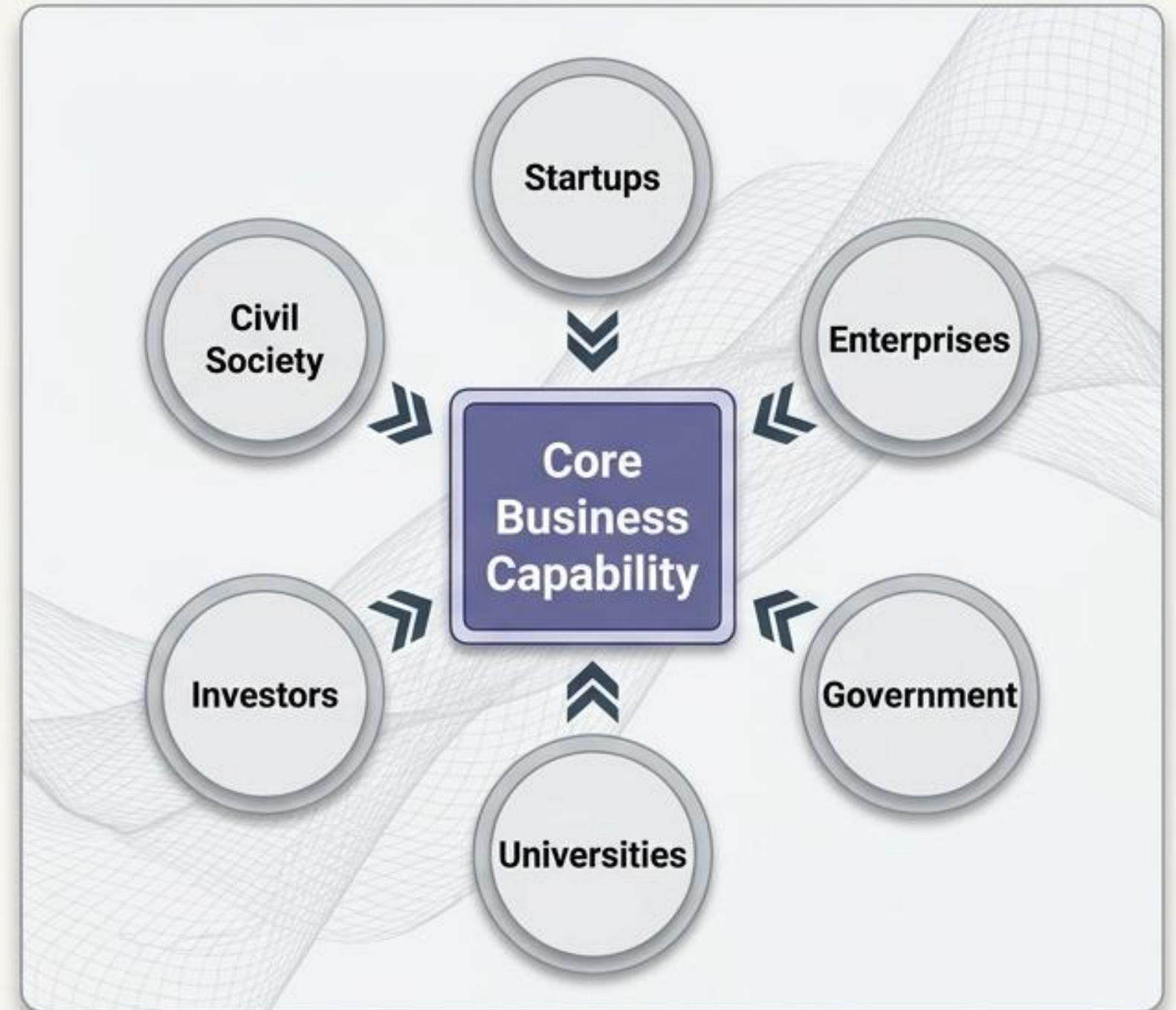


Nigeria's Shift from Awareness to Enterprise Adoption

Activation Curve



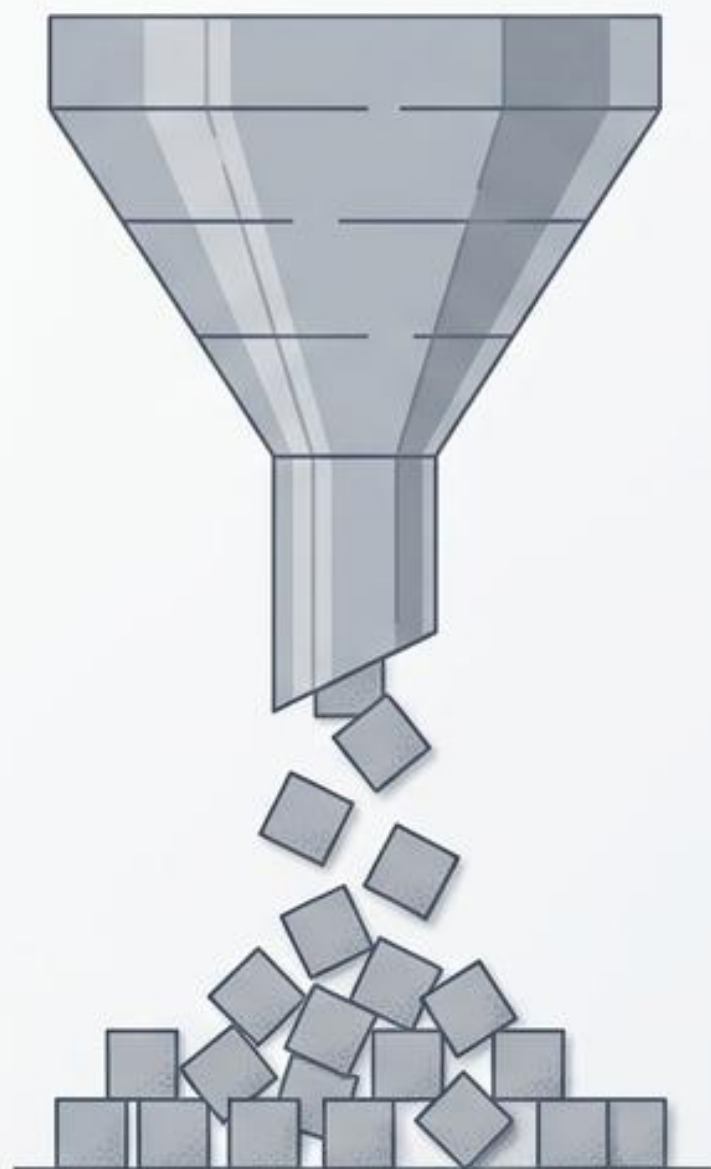
Insights from AI in Nigeria Landscape Reports 2024-2025



AI in Nigeria is no longer an IT project; it is an essential driver of daily business operations across sectors from manufacturing to agriculture.

The Market Mandate: Intelligence over Information

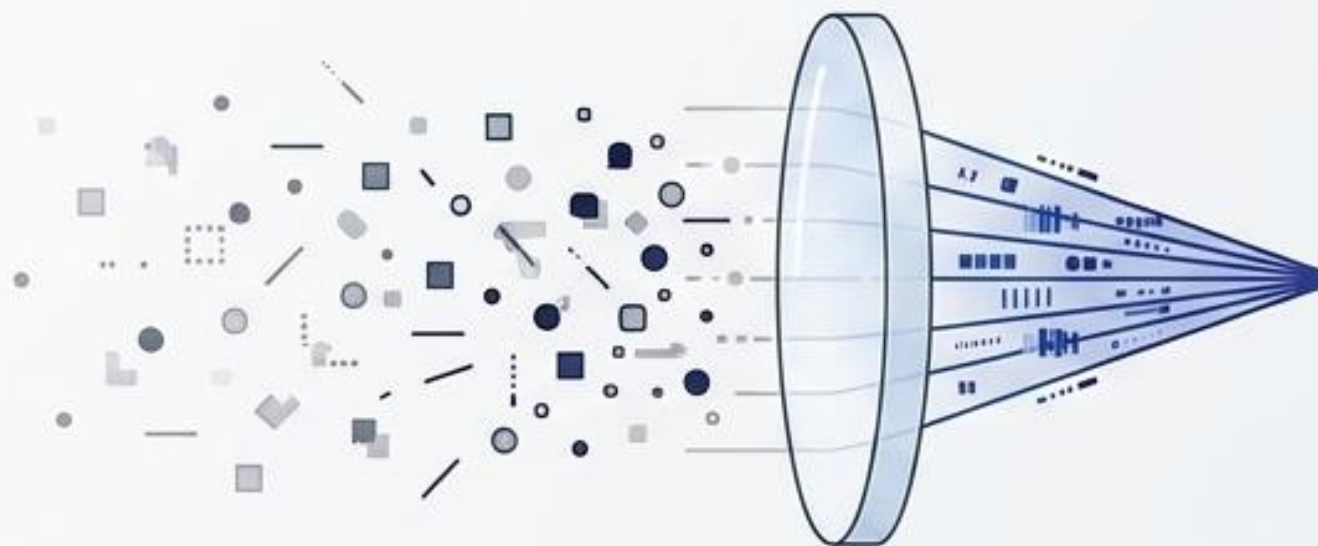
Historically



Research generated
Information



Today



Research must
generate
Intelligence



Faster
Insights



Continuous
Listening

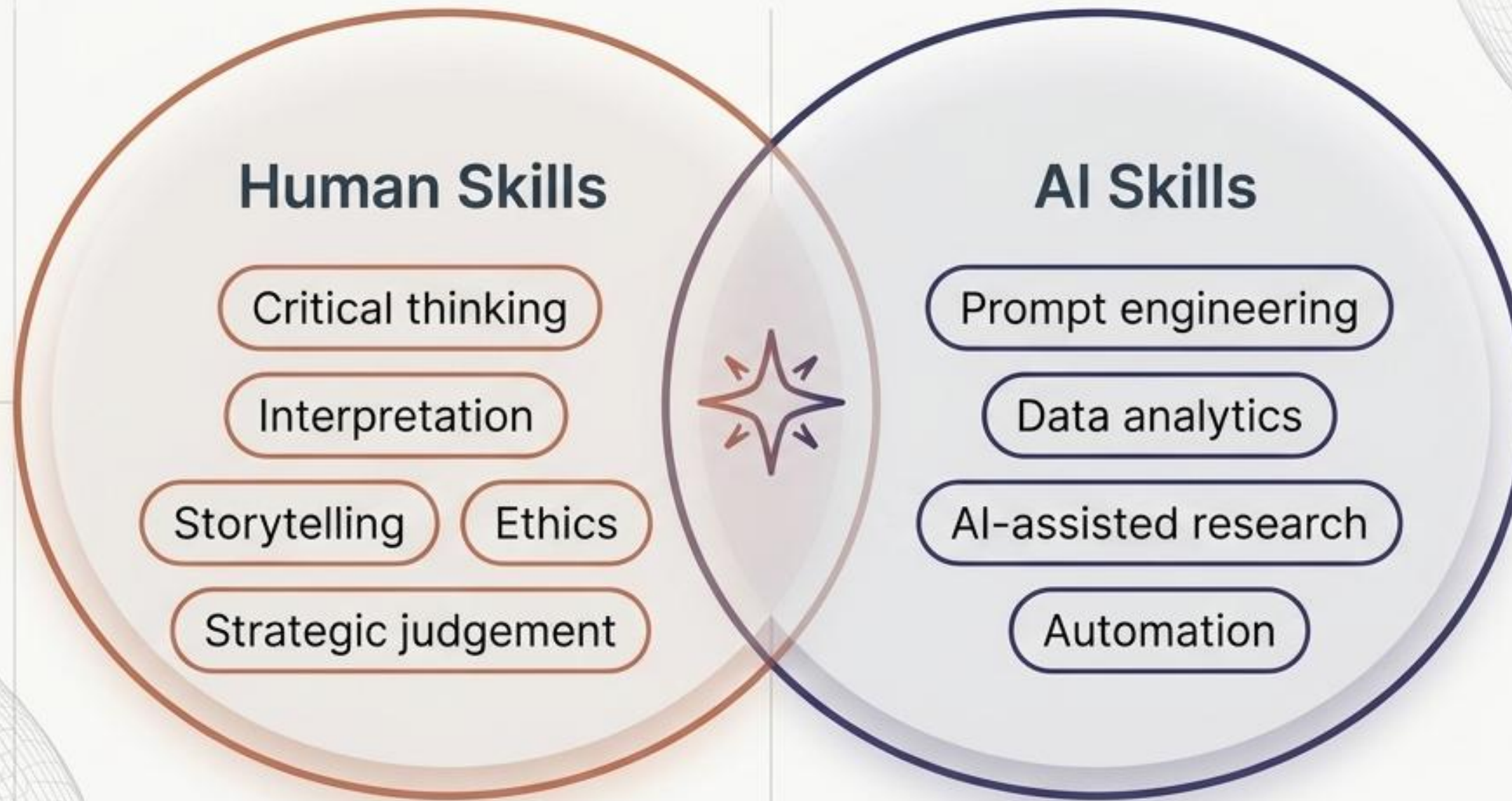


Better
Predictions



Deeper
Customer
Understanding

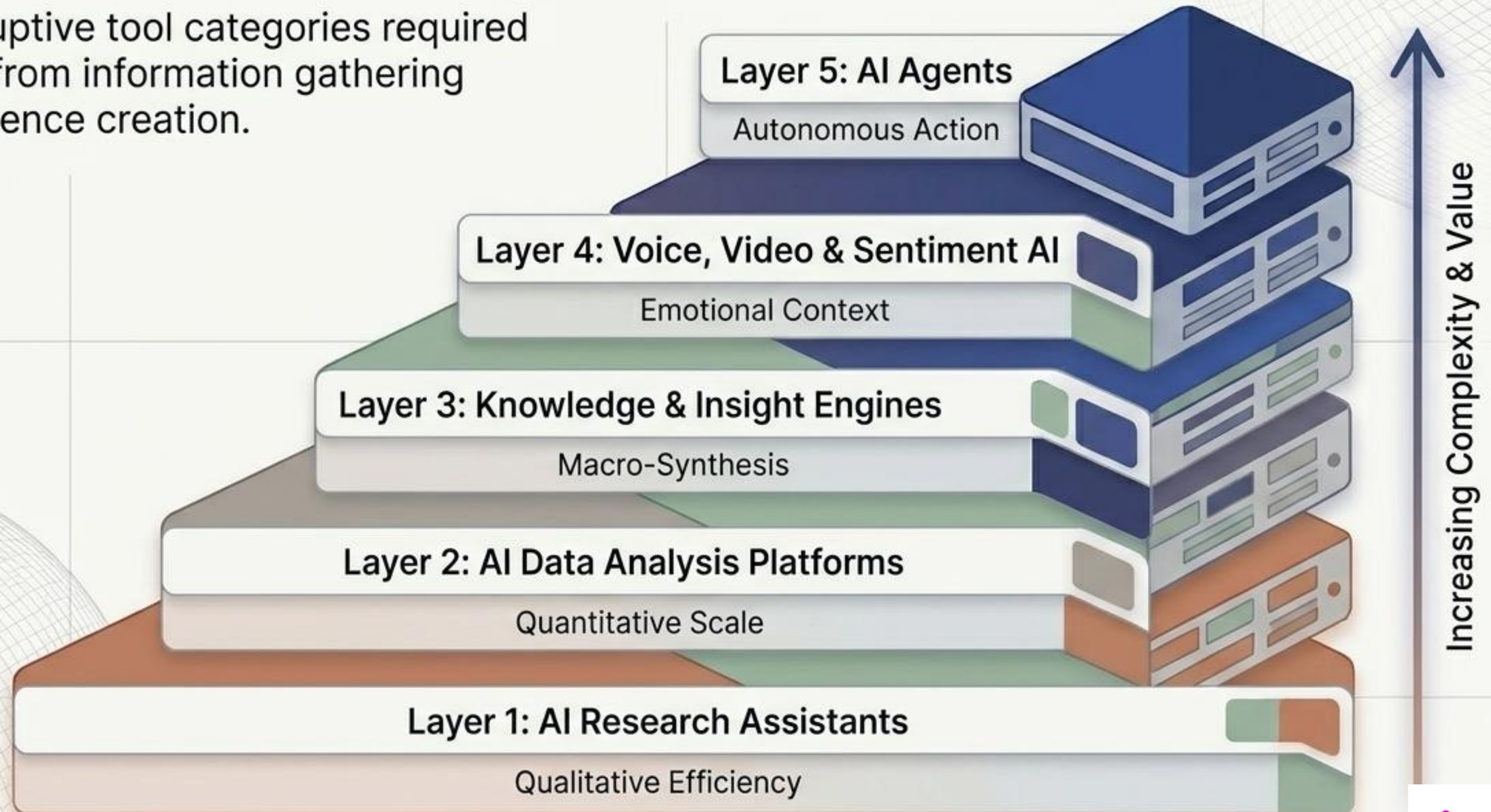
The Augmented Research Professional



**Researchers will not be replaced by AI.
Researchers using AI will replace those who do not.**

The AI Researcher's Technology Stack

Five disruptive tool categories required to move from information gathering to intelligence creation.



Layers 1 & 2: Assistants and Analysts



AI Research Assistants

Tools: ChatGPT, Claude, Gemini, Perplexity.

Capabilities:

- Questionnaire design
- Desk research
- Literature reviews
- Hypothesis generation

Impact Metric:
Hours of work reduced to minutes.



AI Data Analysis Platforms

Tools: Advanced Data Analysis, Julius AI, Power BI Copilot, Microsoft Fabric AI.

Capabilities:

- Cross-tabulation
- Trend analysis
- Predictive modelling
- Statistical interpretation

Impact Metric:
Analyse **thousands of records** using
natural language queries.

Layers 3 & 4: Institutional Knowledge and Emotional Sentiment

Knowledge & Insight Engines



Upload 100
historical reports



Query: Top consumer trends of the last 5 years?

NotebookLM, Claude Projects,
Perplexity Spaces



AI provides instant,
synthesized answers

Voice, Video & Sentiment AI

- ElevenLabs, Hume AI, Otter, Fireflies
- Focus group transcription, emotion detection, interview analysis



Positive

Neutral

Negative

Analyzing not just what consumers say, but how they say it.

Layer 5: The Autonomous AI Agent

The Next Frontier

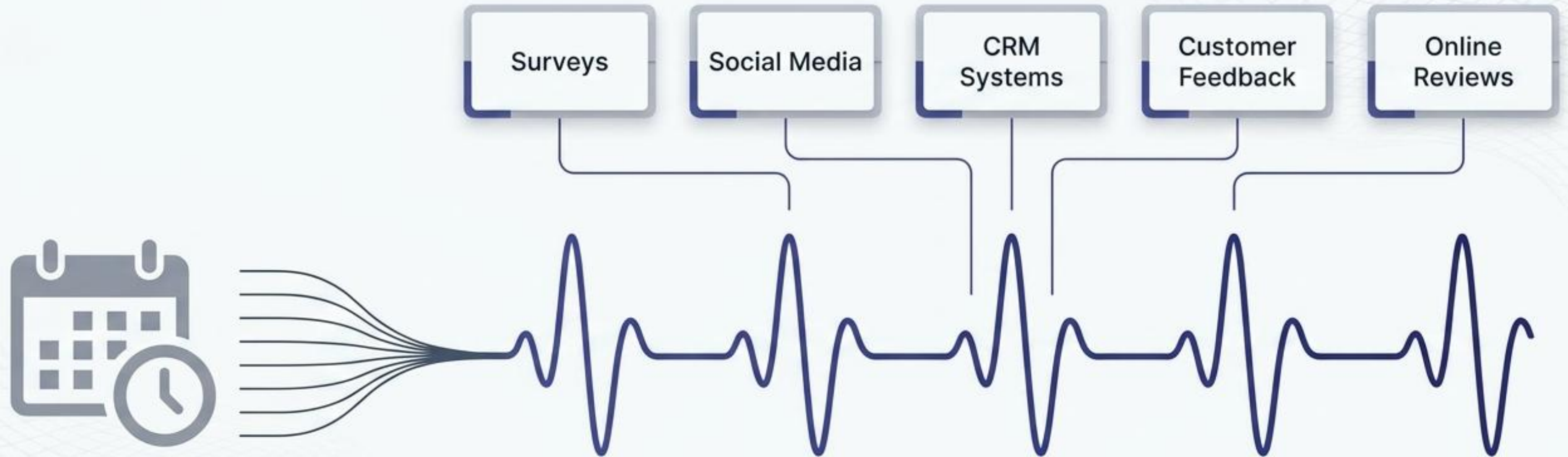


Future research teams will no longer consist of researchers alone.
The new unit of productivity is: **Researchers** + **AI Agents**.

The Paradigm Matrix: Redefining Research

	Traditional Research	AI-Powered Research
Cadence	Monthly / Quarterly / Annual	Continuous, Real-time, Always-on
Segmentation	Demographics: Age, Gender, Income	Psychographics: Behavior, Intent, Future patterns
Focus	Hindsight: What happened?	Foresight: What is likely to happen next?
Output	Manual reports	Automated insight discovery

Transformation #1: Real-Time Consumer Intelligence



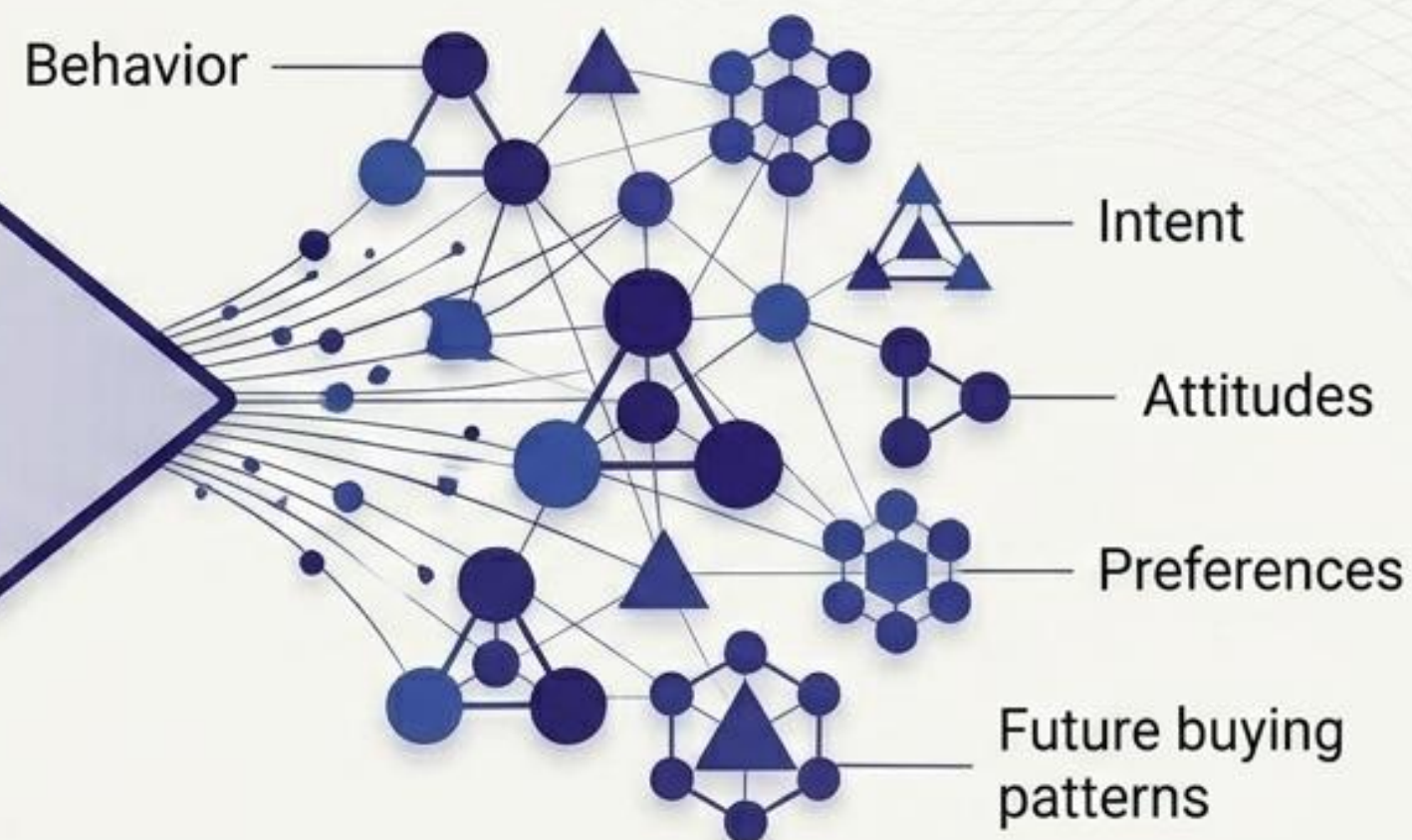
The Operational Shift: Market research is no longer a static, periodic deliverable. It becomes a living, breathing intelligence function that monitors the market continuously.

Transformation #2: Hyper-Personalised Segmentation

The Old Way: Broad demographic buckets

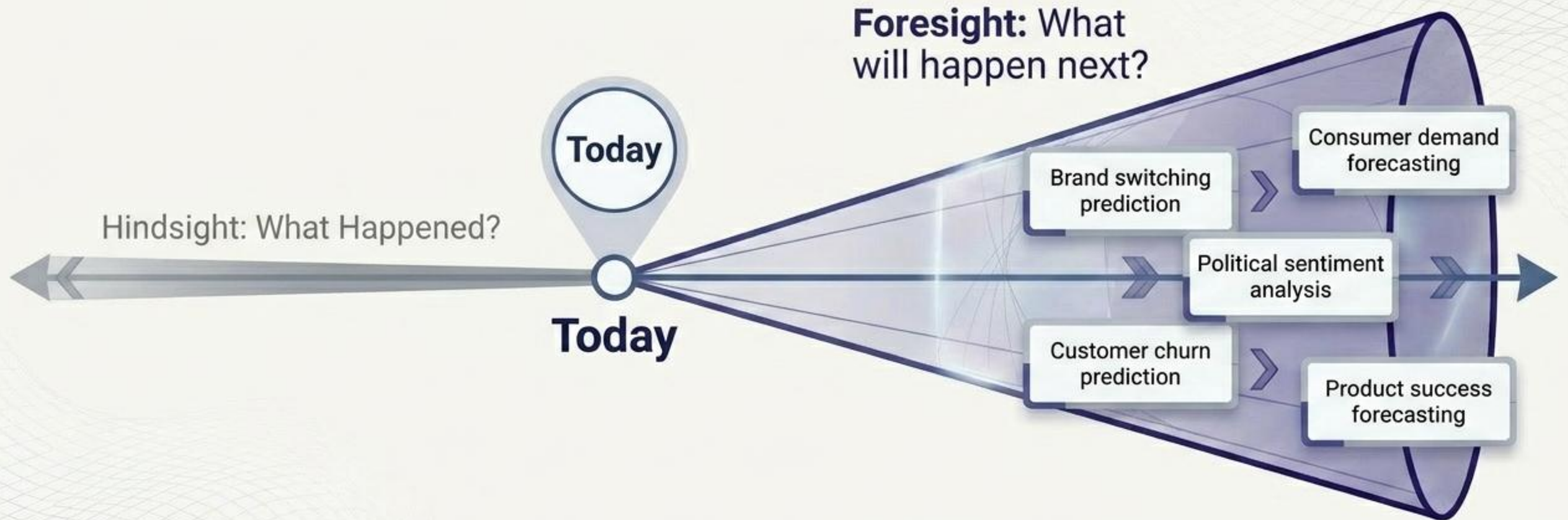


The AI Way: Nuanced clusters



Insight Widget: AI identifies granular customer segments and micro-cultures that human analysts often miss due to scale limitations.

Transformation #3: Predictive Research & Foresight



Transformations 4 & 5: Elevation to Strategic Advisor



The Future Belongs to the Synthesizers

**Human Intelligence (HI) +
Artificial Intelligence (AI) =
Strategic Dominance**

**The winners will not be those with the most data.
The winners will be those who generate the
fastest and most trusted insights.**

Keep In Touch



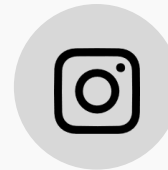
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