



# The Impact of AI on Perverse Metrics

CDAO – Brisbane March 2025

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Domo Asia-Pacific



# Why Should You Listen to Me?

McKinsey  
& Company



Deloitte.  
Digital

Microsoft



ORACLE

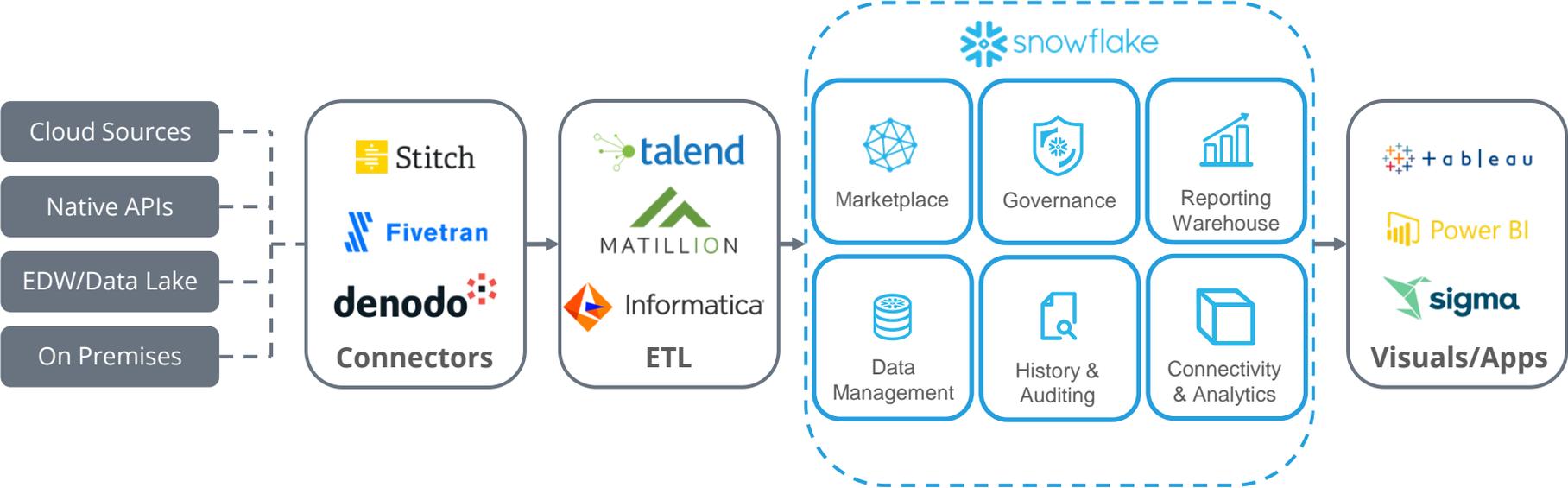


Data Strategy

Business Value

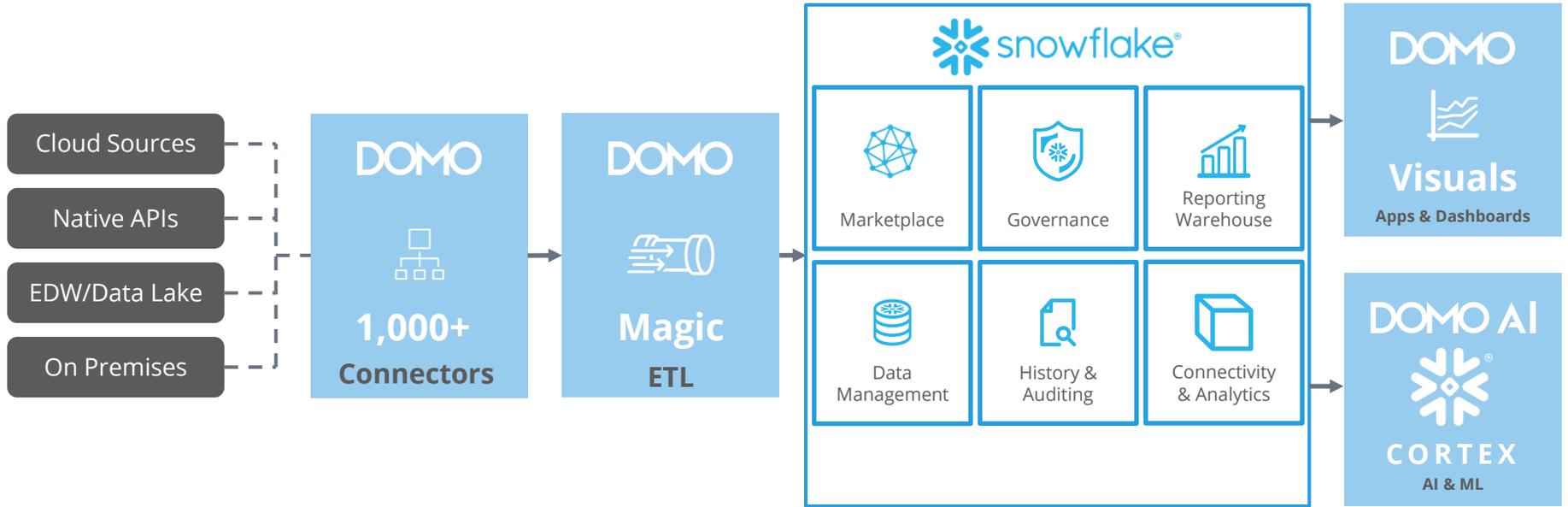
Solution Architecture

# And What the Hell is Domo?



*Typical Analytics Stack*

# And What the Hell is Domo?



*Domo's Simplified Analytics Ecosystem*



## The Cobra Effect

# What are Perverse Incentives?

1. Unanticipated consequences
2. Encourage unethical behaviour
3. Distort decision-making
4. Difficult to reverse
5. Unintentional harm to others

# Surely, They're the Exception?

**\$3B Fines**

Wells Fargo 3.5 million fake accounts

**50%**

Failure rate for Academic "publish or perish" studies

**\$0.01**

Bounty during the Great Hanoi Rat Massacre

**\$2.4T**

GFC incentives to issue risky subprime mortgages

**4 Pests**

Chinese campaign to reduce disease sparks the Great Chinese Famine

**15B Streams**

Spotify's AI-generated "Potemkin" playlists

***“When a measure becomes a target, it ceases to be a good measure”***

- Goodhart's Law

# Special Guest



**Nick Jewitt**

Head of Data Insights  
Harcourts International

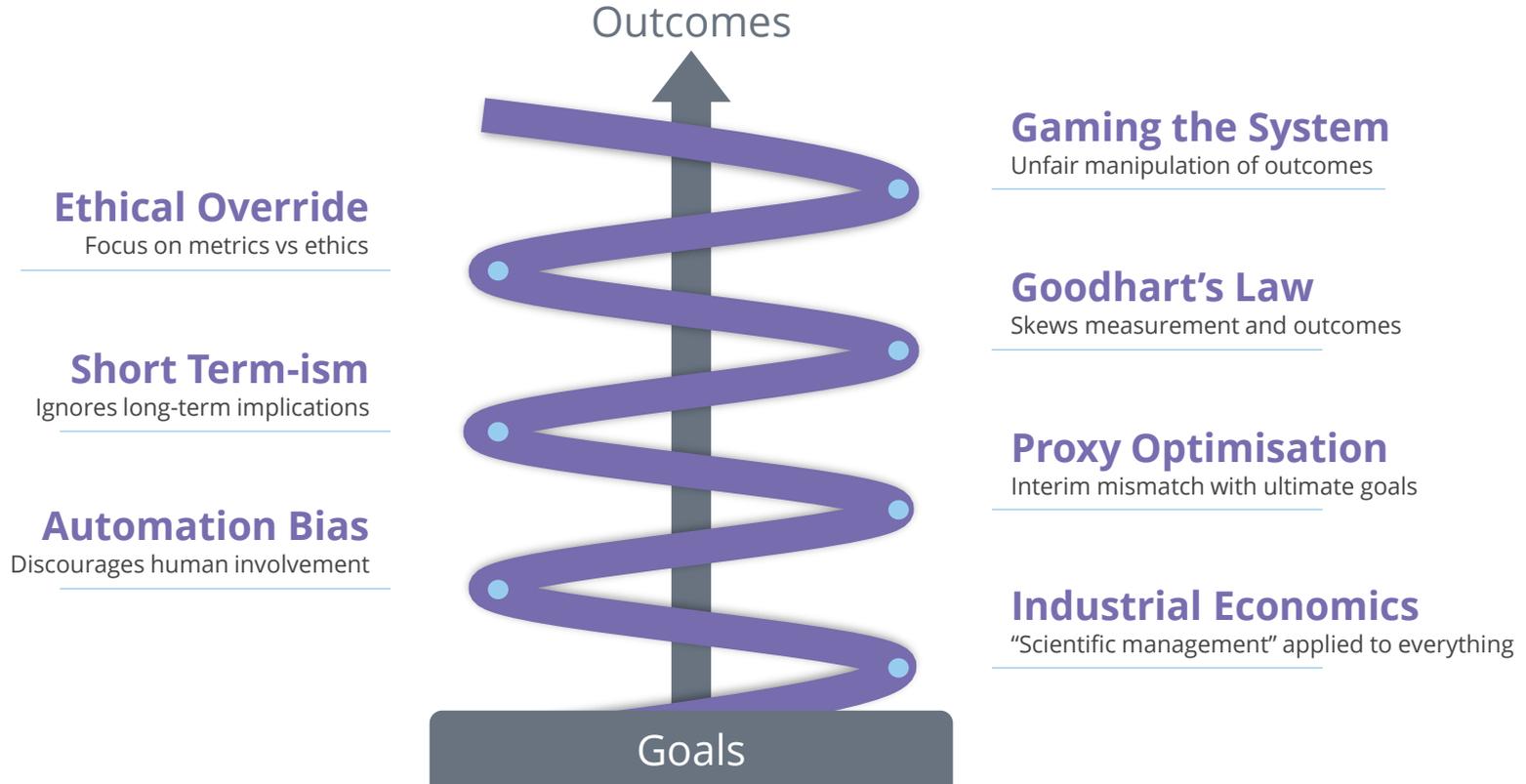
# Harcourts

*Enter AI...*

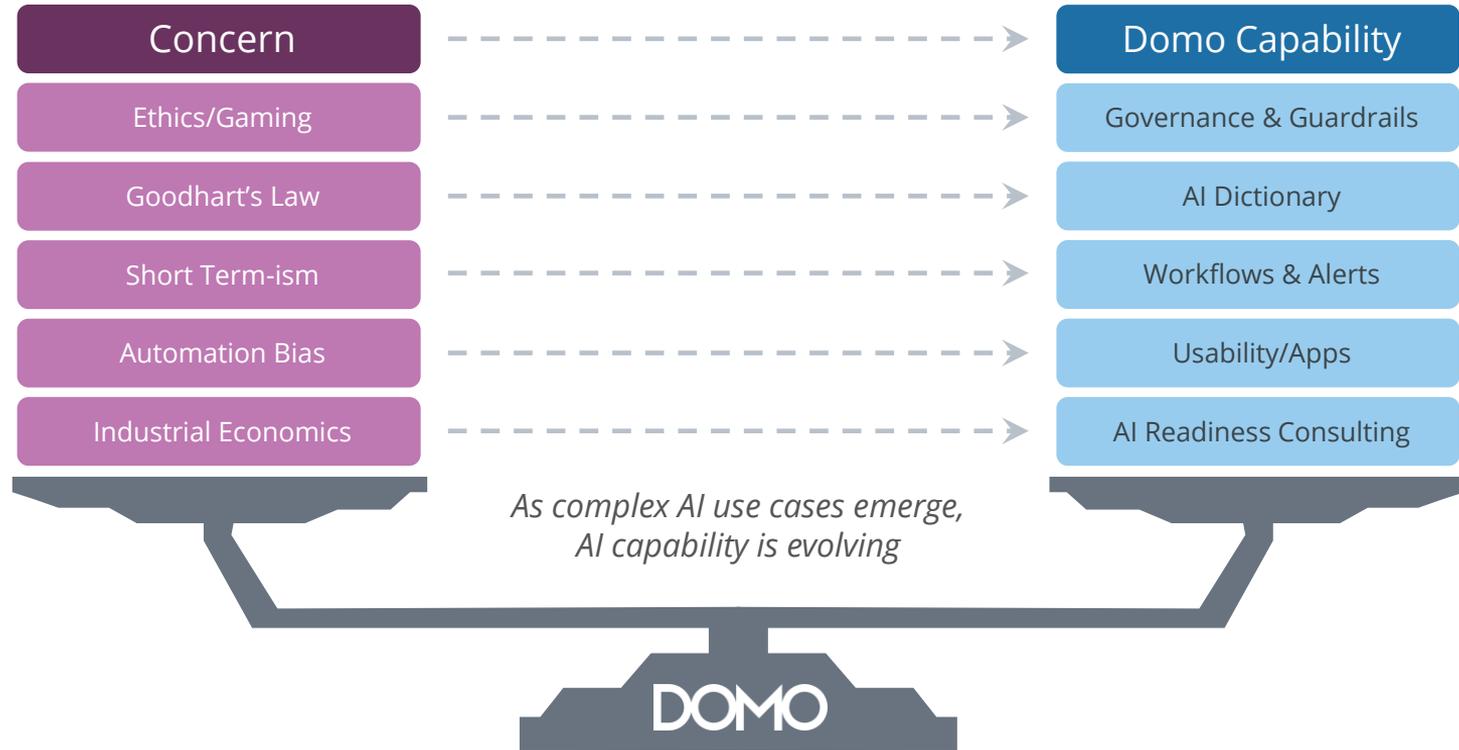
# Are Things Really Different With AI?



# Perverse Incentives and AI



# Domo's Nuanced Approach to AI



# Domo's AI Resources

## DOMO.AI

Governance and Security

### AI Models

**External**

-  OpenAI
-  Hugging Face
-  Databricks
-  Amazon Bedrock
-  Google Gemini

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**Private Default**

- DomoGPT

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**Domo-hosted**

-  AutoML
-  Jupyter

**DOMO.AI**

### AI Model Management

- AI Dictionary
- Credential Storage
- Direct Endpoint
- Governance & Security
- Controlled Environment
- ML Connectors
- Training, Tuning, and Updates

### AI Service Layer

- Text Generation
- Text Summarisation
- Text to SQL
- Text to Calculated Field

### AI Data Experience

**In Domo**

- AI Chat
- Auto Charts
- Calculated Field AI Assistant
- DataSet View SQL AI Assistant
- ResponsibleGPT App and Insights Dashboard

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**Build your AI solutions with...**

- Domo Bricks & Apps
- Jupyter Workspaces
- Magic ETL
- Workflows

# So What?

01 The AI Honeymoon is Over

02 Metrics Matter

03 Efficacy is the New AI King

# Questions

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# DOMO



**Visit the team at the  
Domo booth**

**Scan the QR code to  
schedule a FREE Domo  
workshop**

The logo for Domo, featuring the word "DOMO" in a bold, blue, sans-serif font. The letters are slightly overlapping, with the 'D' and 'O' on the left, the 'M' in the center, and the 'O' on the right. The logo is centered within a white square that is itself centered on a blue background.

The AI & Data  
Products Platform