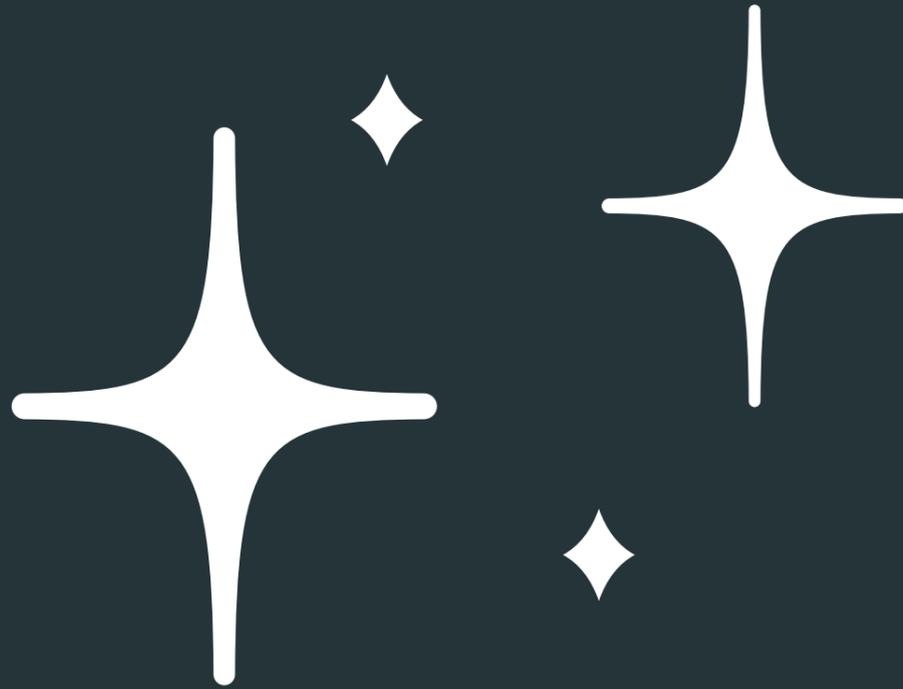# Two-minute data

HOW TO QUICKLY CATEGORIZE AND COUNT DATA WITH THE HELP OF AI

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Making magic

We've all been in meetings where we speak in hypotheticals, because nobody has the right data handy.

AI to the rescue!

→

Imagine you're planning your B2B company's expansion into a new region; you know your rollout strategy will depend on which industries dominate the regional economy, but you haven't yet researched the top companies in the region, so you can only speak in hypotheticals.

Thanks to AI, you don't have to: You can get a list of the region's top industries in just a few minutes.

Here's how.

Lay out steps

Take the list or file you want the AI to categorize and upload or paste it into your chat window. Tell the AI that you want it to **categorize first, then count items per category**. That way you can make sure it's not just making up the numbers.

You

📄 **2024-04-24 PNW Companies.txt**
Document

Please take the attached list of companies based in the Pacific Northwest and return as a table in the form Company | Industry [categorize industry based on list of industries below]

Then return the list of the industries as a table with a count of brands in each industry, starting with the industry that has the largest number of brands.

? **Which AI should I use?**
These screenshots are all based on ChatGPT, but you can get similar results with Claude.ai, Perplexity.ai or many other AI tools.

Specify categories

You can simply upload a text or CSV file and ask the AI to categorize your items, but you'll get better results if you provide a list of categories yourself.

Please take the attached list of companies based in the Pacific Northwest and return as a table in the form Company | Industry [categorize industry based on list of industries below]

INDUSTRIES
Food, Beverages and Spirits
Fashion, Apparel and Beauty
Broadcasting, Media and Entertainment
Financial Services
Technology
Automotive and Transportation
Retail
Luxury and jewelry
Business Services
Travel and Hospitality
Social media and digital content
Telecommunications
Pharma & healthcare
Logistics and Shipping
Consumer Goods
Industrial, Conglomerates & Other

Then return the list of the industries as a table with a count of brands in each industry, starting with the industry that has the largest number of brands.

Don't have a category list?
Start by asking GPT to make one for you. For example:
*P*rovide a list of 20 industry categories that will cover 95% of global businesses.

What to categorize

The AI will need to draw on training data or a live web connection in order to do its categorizing, so you're going to get better result categorizing something well-known (like major companies by industry) than something personal (like the hometowns of your employees).

Data Type	Categorization Axis	Department
Products	Consumer demographics	Marketing
Appliance parts	Supplier industry	Manufacturing
Software tools	Functionality	IT
Financial transactions	Department	Finance
Employee skills	Certification type	Human Resources
Marketing campaigns	Target demographics	Marketing
Legal documents	Case type	Legal
Suppliers	Industry and size	Supply Chain
Research papers	Subject area	R&D
Customer inquiries	Issue type	Customer Service

Find more examples at
https://alexlov.es/aicats

Spot check results

Ask the AI to show you how it has categorized each item in the list *before* it gives you the totals. That way you know it's done the work correctly.

ChatGPT

I will categorize the provided list of companies into the specified industries and then generate a summary table with a count of brands in each industry. Let's begin with classifying each company.

Here's how the companies from the list are categorized into their respective industries:

Categorized Companies

Company	Industry
A-dec	Industrial, Conglomerates & Other
Absolute Software	Technology
Adidas America	Fashion, Apparel and Beauty
Alaska Air Group	Travel and Hospitality
Amazon	Retail
Aritzia	Fashion, Apparel and Beauty
Avalara	Technology
B2Gold Corp	Industrial, Conglomerates & Other
Ballard Power Systems	Technology
Barrett Business Services	Business Services
BC Hydro	Industrial, Conglomerates & Other
Benchmade Knife Company	Consumer Goods
Blount International	Industrial, Conglomerates & Other
Blue Nile	Luxury and Jewelry
Boeing	Automotive and Transportation

Get your totals

Specify how you want your totals returned. Do you want to see categories in alphabetical order? Ranked by the number of items per category? Put that in your prompt.

Industry Summary

Industry	Count
Technology	22
Industrial, Conglomerates & Other	21
Fashion, Apparel and Beauty	11
Food, Beverages and Spirits	11
Automotive and Transportation	7
Business Services	6
Retail	4
Financial Services	4
Pharma & healthcare	4
Travel and Hospitality	3
Logistics and Shipping	2
Telecommunications	2
Consumer Goods	2
Luxury and Jewelry	1
Broadcasting, Media and Entertainment	1
Social media and digital content	1

This table represents the distribution of companies across different industries in the provided list.

Blow your colleagues' minds.

Now, drop your new knowledge into the meeting.

You just replaced hypotheticals with real data, in about two minutes, thanks to AI.

Share the magic

Did you find this walkthrough helpful? Please share it.

For more how-tos and insight on the digital workplace, sign up for the *Thrive at Work* newsletter.

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