



# 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



ORACLE

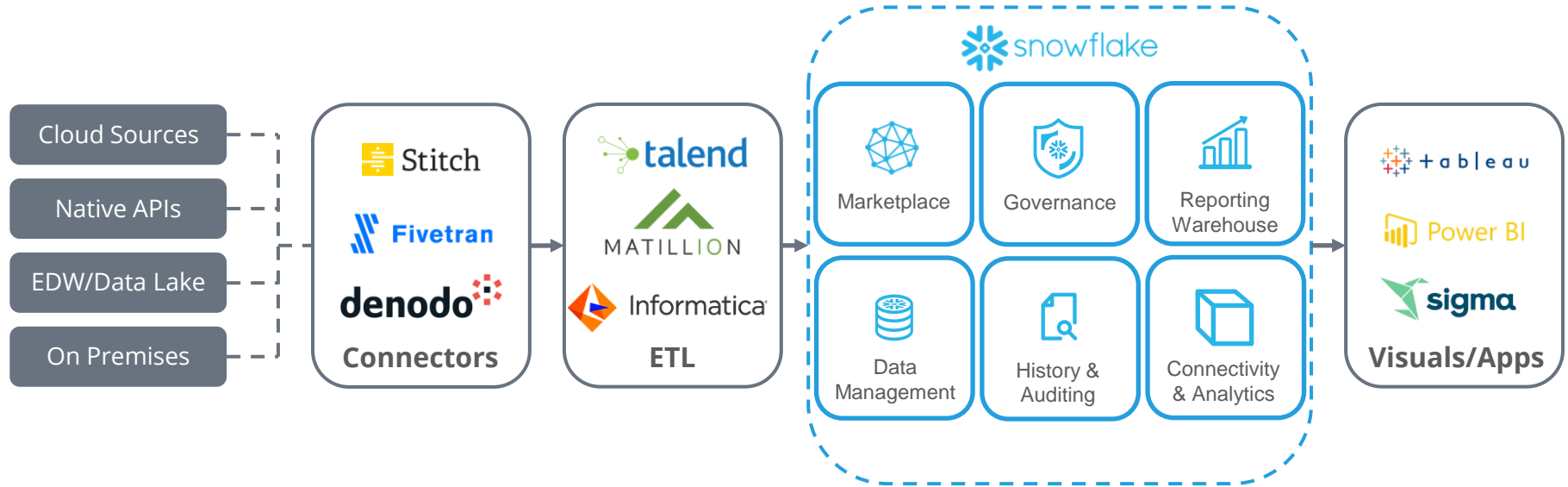


Data Strategy

Business Value

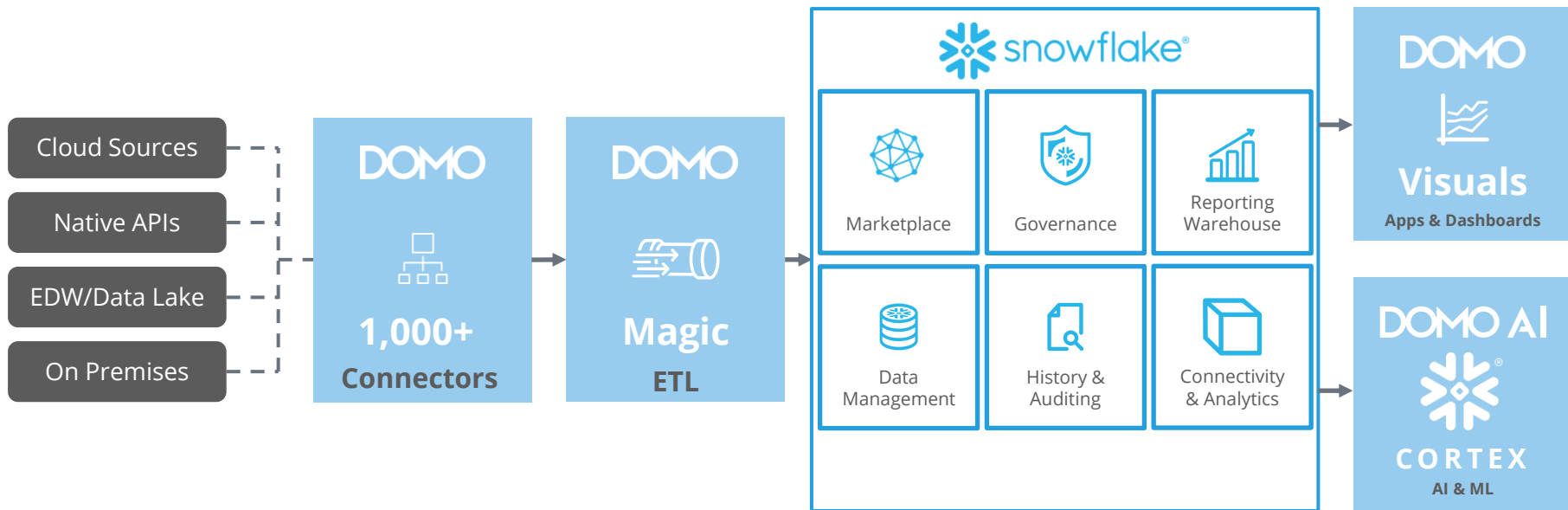
Solution Architecture

# 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

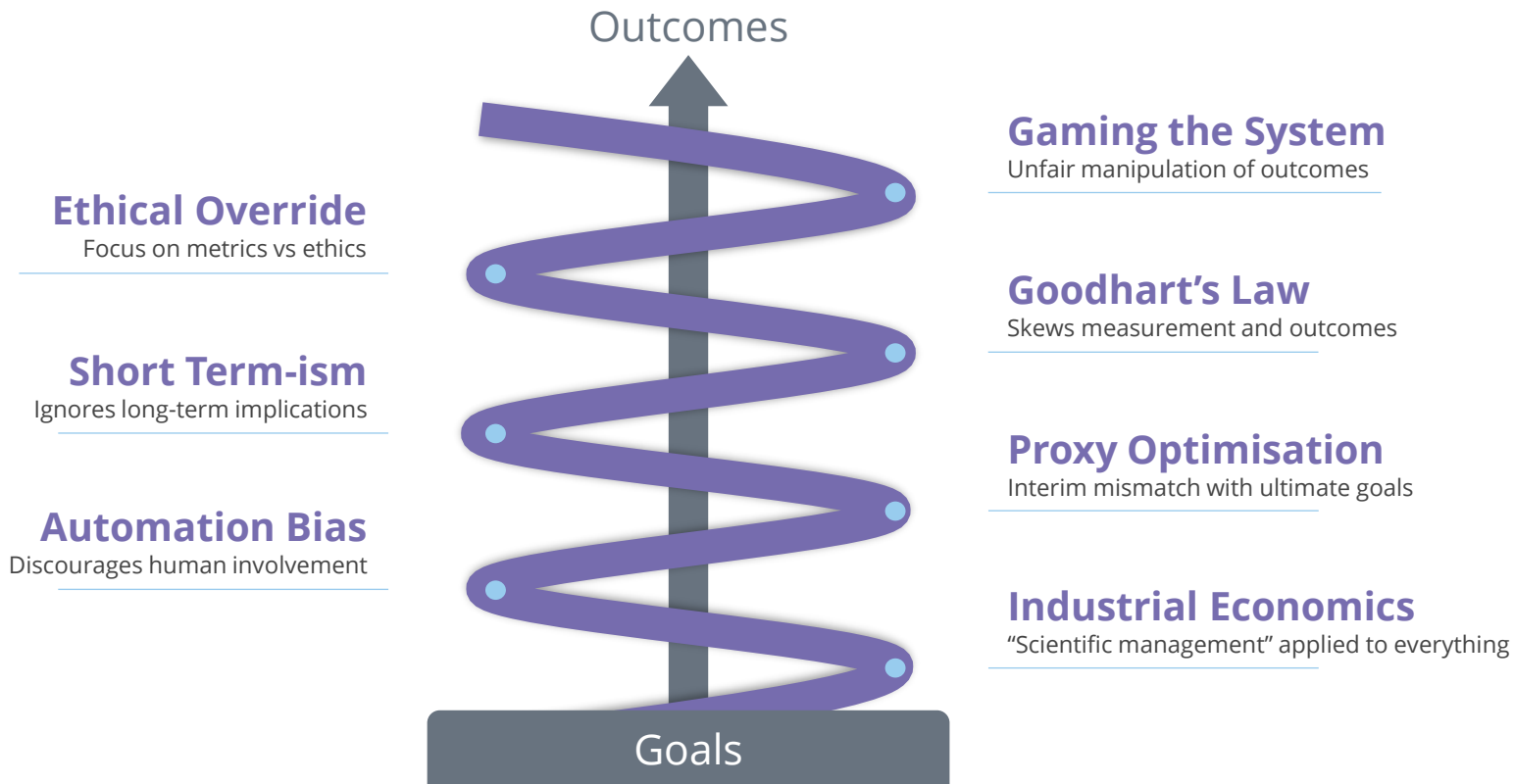


***Enter AI...***

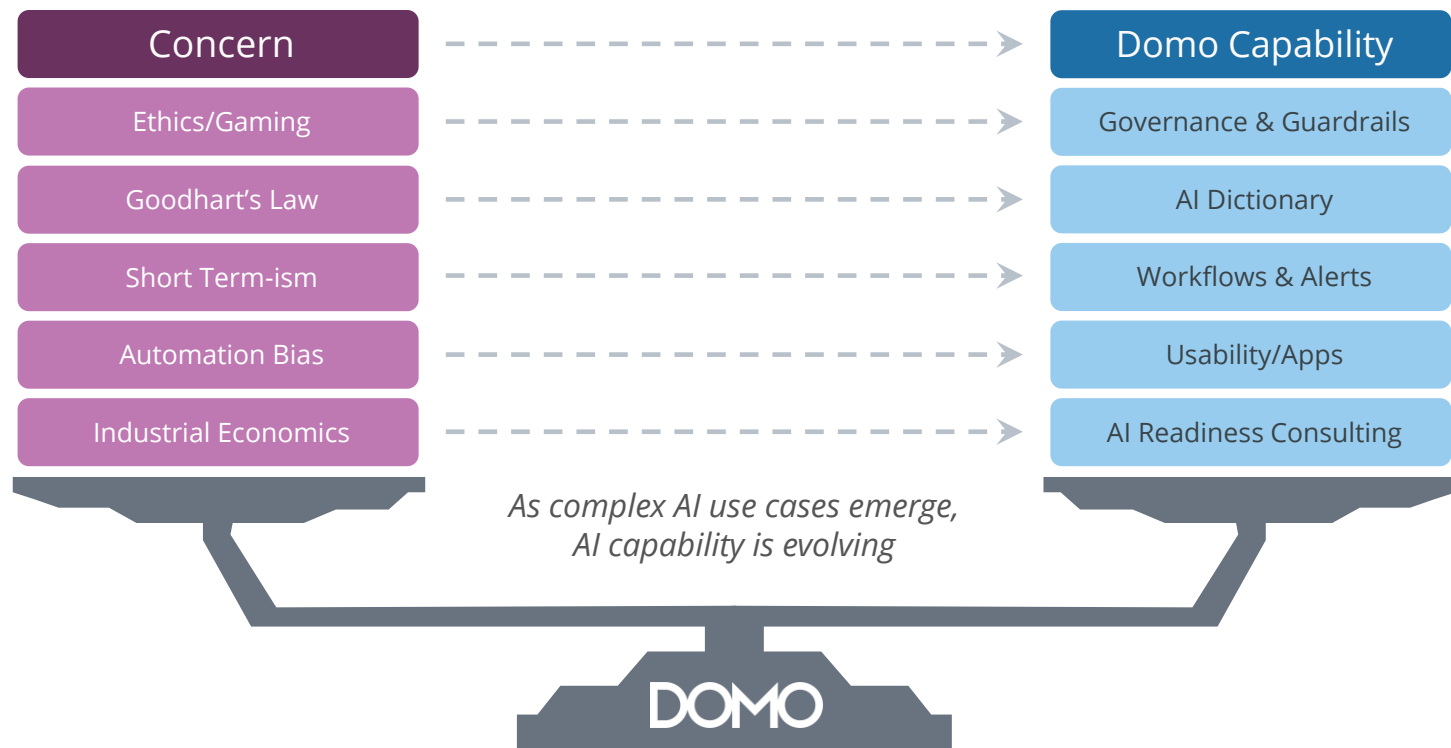
# Are Things Really Different With AI?



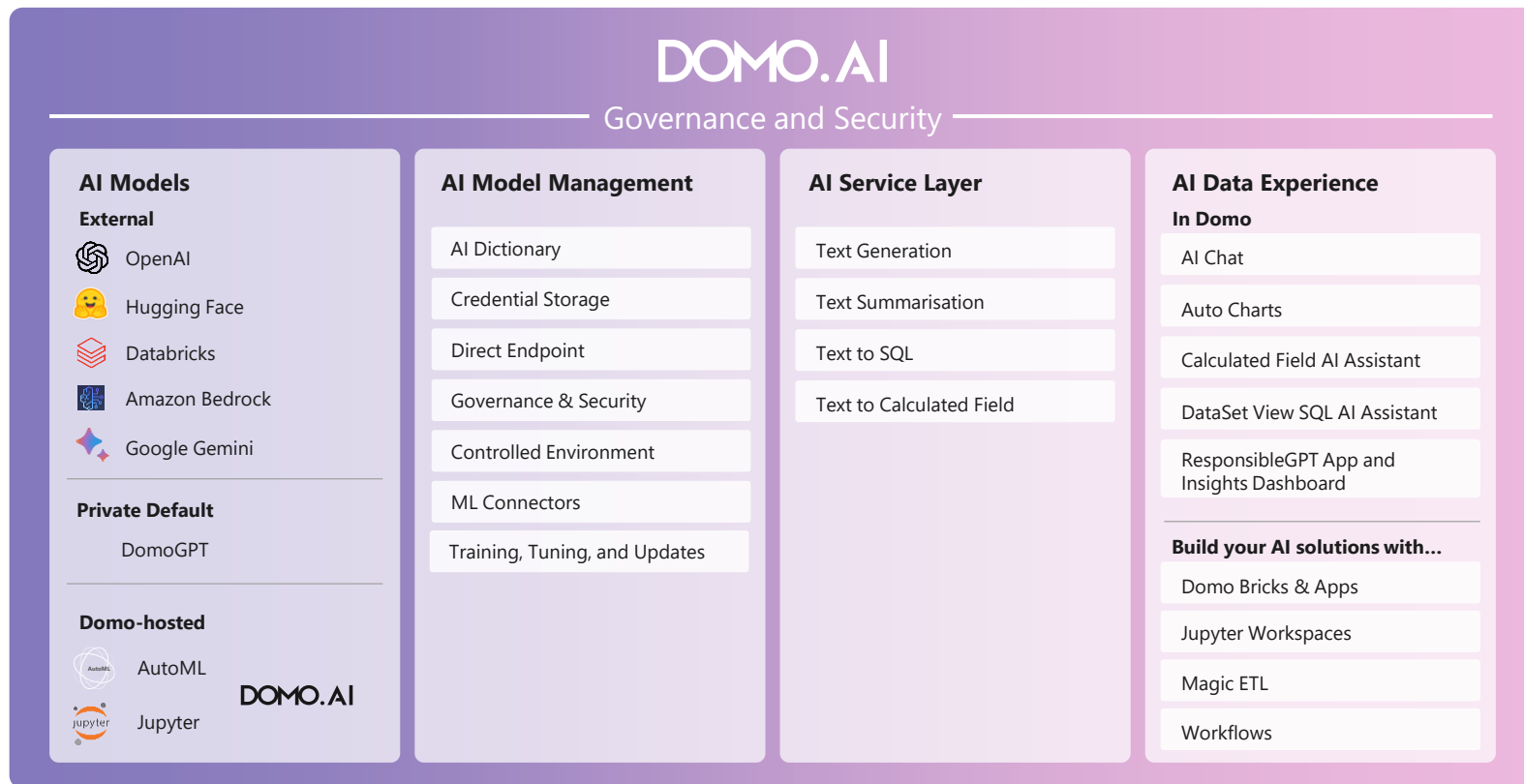
# Perverse Incentives and AI



# Domo's Nuanced Approach to AI



# Domo's AI Resources



# So What?

01 The AI Honeymoon is Over

02 Metrics Matter

03 Efficacy is the New AI King

# Questions

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# DOMO



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workshop**





The AI & Data  
Products Platform