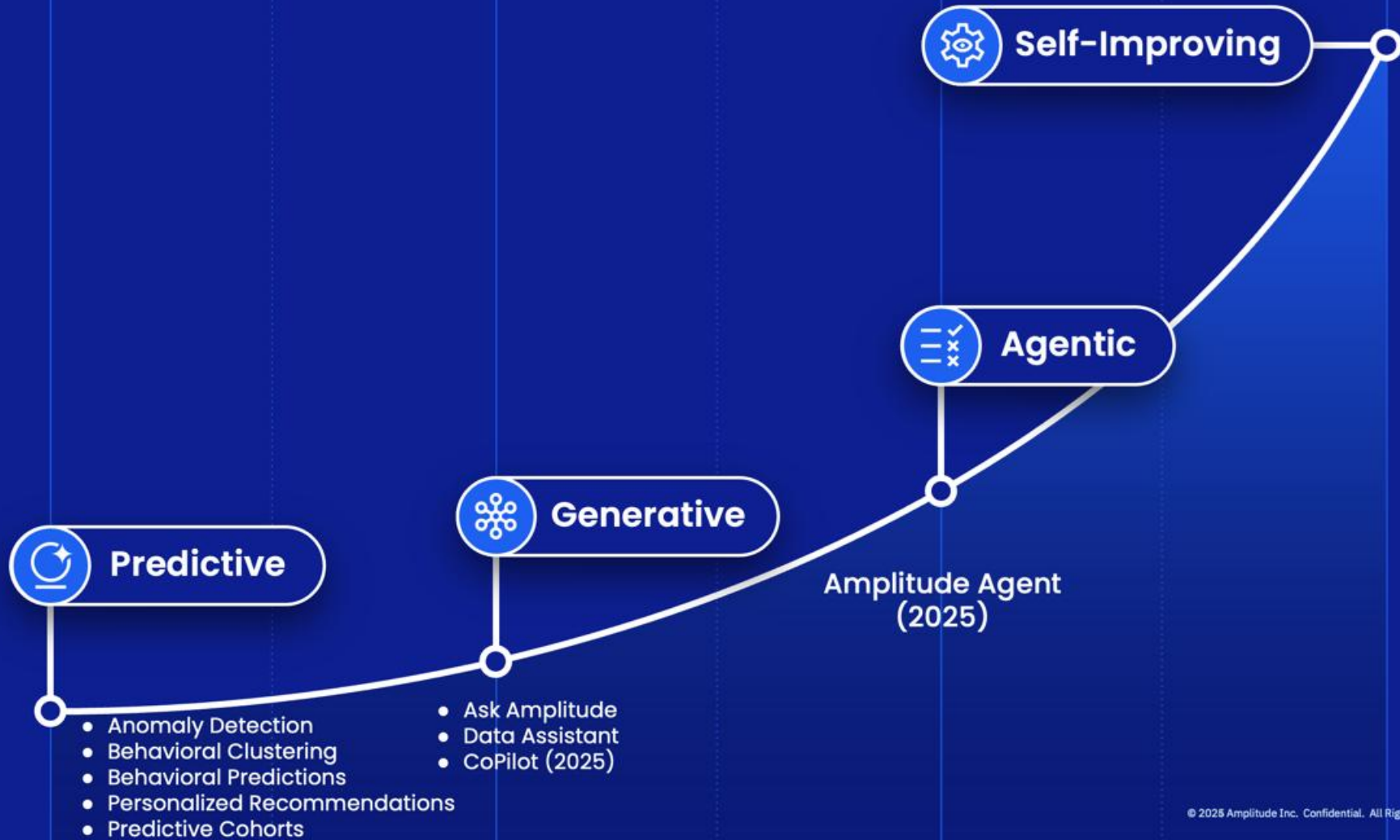Amplitude

From Insight to Impact: Turning Data into Decisions at Scale (with AI)

Ted Sfikas
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Director Data Engineering, Spark Networks,

Self-Improving

Agentic

Generative

Predictive

Amplitude Agent
(2025)

- Anomaly Detection
- Behavioral Clustering
- Behavioral Predictions
- Personalized Recommendations
- Predictive Cohorts

- Ask Amplitude
- Data Assistant
- CoPilot (2025)

Thank you