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# Insights in AutoCAD: What they mean for the way you work

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## Learning Objectives

- Learn how personalized usage insights help save you time and money by exposing you to relevant data and workflows
- Gain awareness of how sharing your data helps us create insights for you and build better features and products
- Learn about the future of insights in Autodesk products

## Description

Maximizing machine learning and data science, the “My Insights” feature for AutoCAD software provides personalized recommendations and insights tailored to each user’s unique AutoCAD usage. This session will provide an overview of how this exciting new feature turns data into insights, and what that could mean for the way you work. We’ll explore how My Insights helps new users learn AutoCAD more quickly, and how it provides valuable information to experienced users at the right time and in the right context. Most importantly, we’ll demonstrate how personalized usage insights such as command/feature recommendations, hardware/software performance data, and usage statistics can help ensure users of all skill levels get the most out of the time they spend in AutoCAD.

***Disclaimer:** Anything included in this handout related to roadmaps or future development plans are just plans not promises. The development, releases, and timing of any features or functionality may change. You should not rely on this handout to make purchasing decisions.*

## Speaker(s)

**Ashish Arora** is the engineering manager for product analytics on the Autodesk insights team.

**Brian Souder** is the senior principal data strategist on the Autodesk insights team.

**Khurram Tahir** is the product manager for the Autodesk insights team.

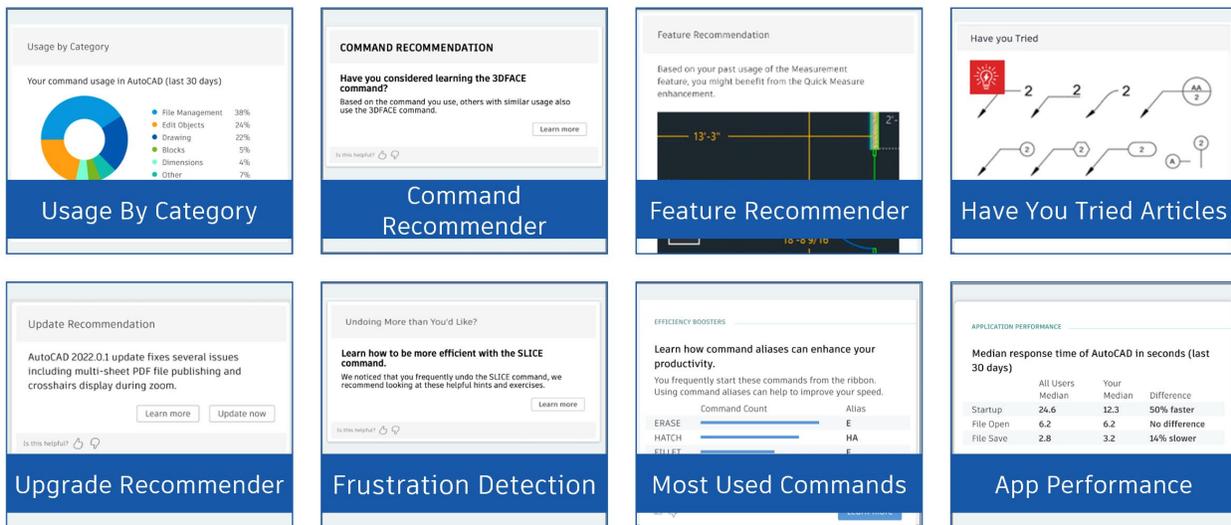
**Dan Whitcombe** is a product manager for AutoCAD desktop working closely with Autodesk’s insight delivery team to help customers become more proficient and efficient users of AutoCAD.

## What are usage insights?

Usage insights for AutoCAD are personalized product usage recommendations tailored to the unique way that you use AutoCAD to help you become a more proficient and efficient in AutoCAD.

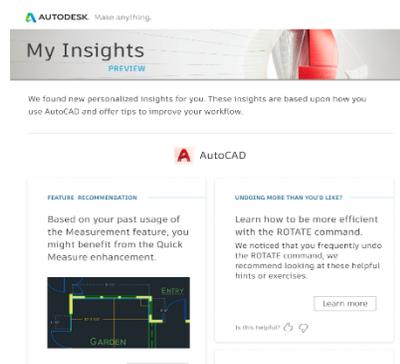
## Insight Themes

Today, we're able to deliver a variety of different types of insights including Usage by Category, Command Recommendations, Feature Recommendations, Have-You-Tried Articles, Upgrade Recommendations, Frustration Detection Tips, Most-used Commands and App Performance. See below for examples of each insight type.

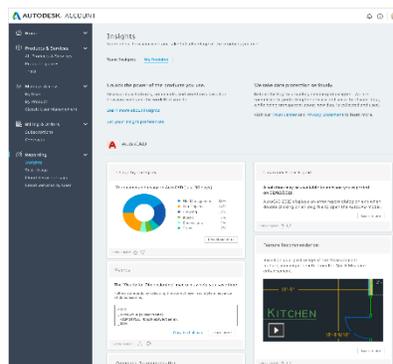


## Delivery Channels

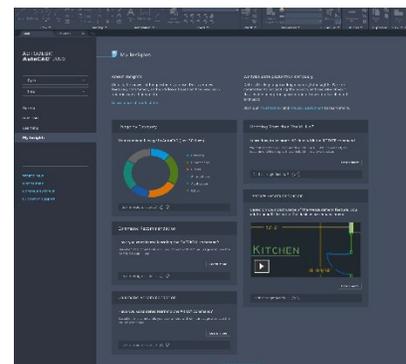
We currently deliver insights via your Autodesk Accounts Portal, email and directly inside AutoCAD 2022.1 and later.



E-mail



Account Portal



In-product

## How we convert usage data to insights

Through a combination of machine learning, engineering, and AutoCAD subject matter expertise, we're able to turn your usage data into insightful tips and recommendations to help you be a better user of the product.

### Guiding principles

Customer-first Mindset: Providing the customer with new tools to save time and drive proficiency

Trust and Privacy: Ensuring that we are entirely transparent and responsible with our customers' usage data

AI + Human Collaboration: Building insights that combine the best of artificial intelligence and human subject matter experts to ensure we are delivering the most valuable insights to our users



Customer first



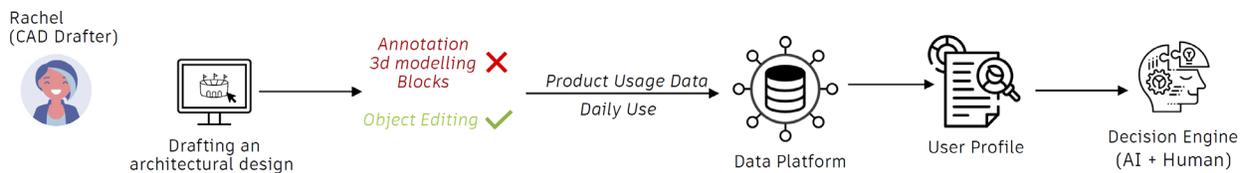
Trust and privacy



AI + Human

### Process of creating an insight

At an extremely high level, insights are generated by the gradual creation of a usage profile for each user based on their unique product usage. This profile allows the insight creation engine to anonymously compare a user's profile against similar usage profiles to determine what features or commands that user could be adopting into their workflows to save time. See a high-level diagram illustrating this concept below.



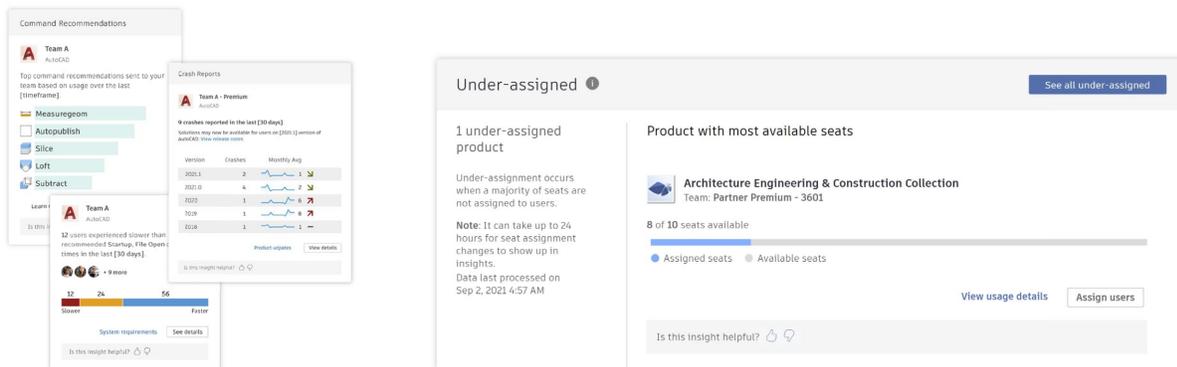
The quality of a user's insights improve with their level of interaction with the insights they've received. The algorithm is able to determine the change in usage of a particular feature or command after a user has received and reviewed an insight related to that feature or command and adjust the types of insights that user receives going forward as a result!

## The future of insights

We're excited to continue developing new types of insights, new ways of delivering insights, and insights across different Autodesk products beyond AutoCAD.

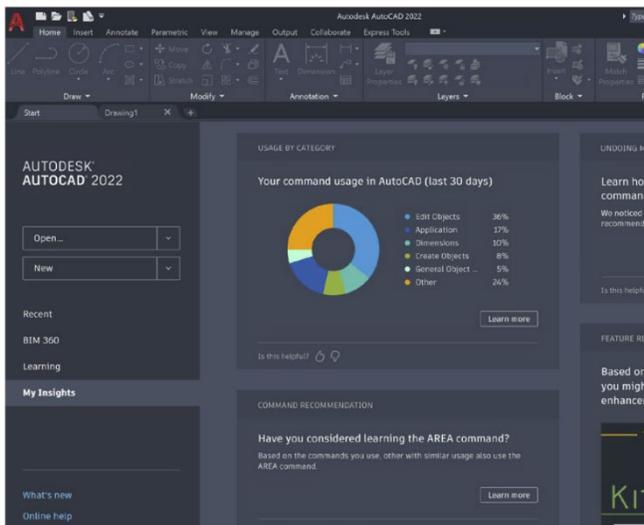
## Team insights

Team insights provide CAD managers and admins a high-level view of their team's software performance, potential feature/command areas where their team is struggling and current usage of their subscriptions. Several examples of team insights are shown below.



## In-product insights

Our goal is to provide you with insights in the moments and in the ways you need them most – within AutoCAD itself. To achieve this, we're working on several in-product insight-based features so you can take advantage of the value of insights in the most immediate way possible.

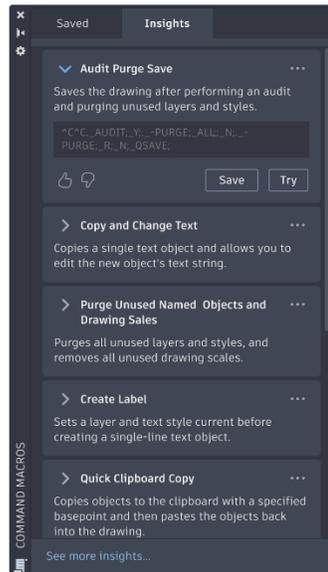
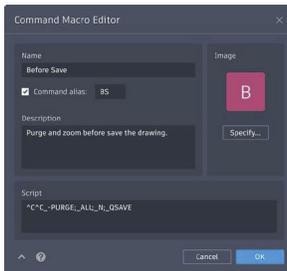


Snippet of the Insights Dashboard available in AutoCAD 2022.1 and later.

## Insights Dashboard

When you download AutoCAD 2022.1, you'll have access to a new dashboard accessed via the AutoCAD Start Tab where you can see and interact with all the insights available to you in your online Autodesk Accounts Portal.

Clicking "Learn More" on these insights will immediately take you to an in-product "Help" page where you can dive deeper into your recommended features and commands. In addition, some insights include a "Show Me" button, which opens a new drawing and points to the location of a feature or command inside the AutoCAD ribbon.



## Macro Advisor

To help automate your repetitive workflows, we're working on the ability to provide recommended macro automations in the context of your real-time workflows based on your frequently-repeated command sequences. These macro recommendations are uniquely curated for you based on your product usage and will be housed in a brand new command macro palette.

This feature aims to introduce novice and inexperienced users to macro automations while leveraging machine learning to help experienced users identify and automate frequent command sequences embedded in their workflows.

Various components of a Macro Advisor feature currently being explored.

## We want to hear from you!

We're always looking for ways to improve our current insights and ideas for new insights. Please visit our AU class page at any time and leave a comment telling us about the types of usage insights you'd like to see.

## Additional resources

### Autodesk Knowledge Network

- ["About Autodesk My Insights"](#)
- ["FAQ: What data is being collected?"](#)
- ["FAQ: What insights are available?"](#)
- ["FAQ: Why am I not getting Insights?"](#)
- ["My Insights \(What's New in 2022.1\)"](#)
- ["Team Insights"](#)

### AutoCAD Blog

- ["My Insights: Get Personalized Insights to Maximize Productivity in AutoCAD"](#)