

# Charting a Successful Business Course: Key Analytics and AI Trends Through 2028



## The Importance of Analytics and AI in the Digital Age

- 1**


Organizations are able to drive innovation, gather insightful knowledge, and make data-driven decisions by leveraging data and analytics.
- 2**


AI improves analytical capabilities by streamlining processes, discovering patterns, and offering actionable recommendation.
- 3**


Businesses can enhance customer experiences, manage operations, and maintain a competitive edge with the use of data and analytics.
- 4**

Effective data management and analysis are essential for enterprises to derive value from the exponential growth of data.

## Trends: Analytics and Cloud


- 70%** 

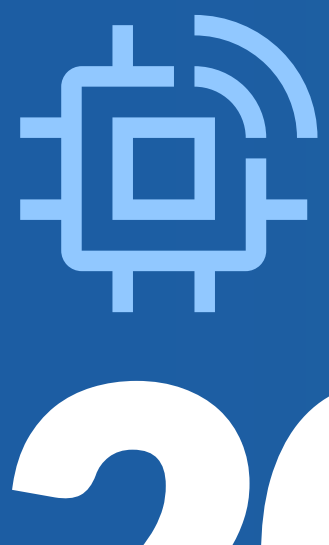
By 2025, 70% of enterprises will utilize graph analytics, machine learning (ML), artificial intelligence (AI), blockchain, and other data lineage-enabling technologies as integral parts of their semantic modeling.
- 50%** 


of organizations will execute real-time cost or efficiency optimization of cloud-based workloads by 2026, up from less than 20% in 2022.
- 50%** 

of BI tools will be leveraging the metadata of their users by 2026, providing data narratives and insights with suggested tailored journeys and actions.
- 25% of Fortune 500**  
CHIEF DATA AND ANALYTICS OFFICERS (CDAOS)

Over 25% of Fortune 500 Chief Data and Analytics Officers (CDAOs) will be in charge of at least one top-earning product based on data and analytics by 2026.
- 75%**

of businesses will embrace a digital transformation strategy by 2026, with the cloud as the key underlying platform.
- 60%** 

Over 60% of data management activities by 2026 will include environmental sustainability as a critical factor, with financial governance practices facilitating it.
- 20%** 


By 2027, 20% of business operations will be fully managed and executed by autonomous analytics platforms incorporating outlier detection and other augmented analytics features.
- 1 in 3** 

By 2027, 1 in 3 organizations that lacked a loyalty program will do so to support the gathering of first-party data while retaining top-value customers.

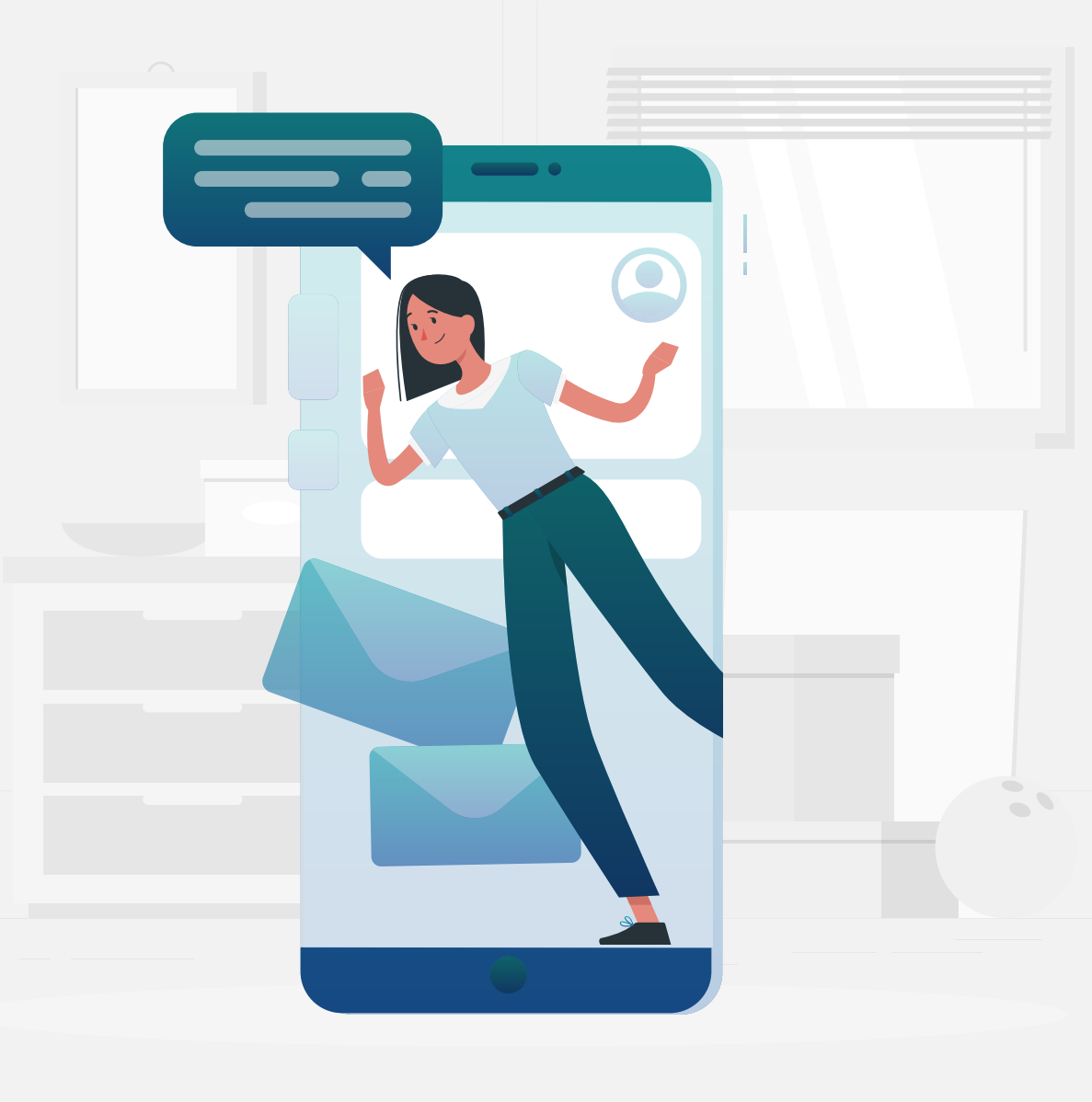
## Forecasts: Artificial Intelligence and Machine Learning

- 01**


Organizations using AI in marketing will move **75%** of their employee efforts from production to tactical responsibilities by 2025.


- 02**

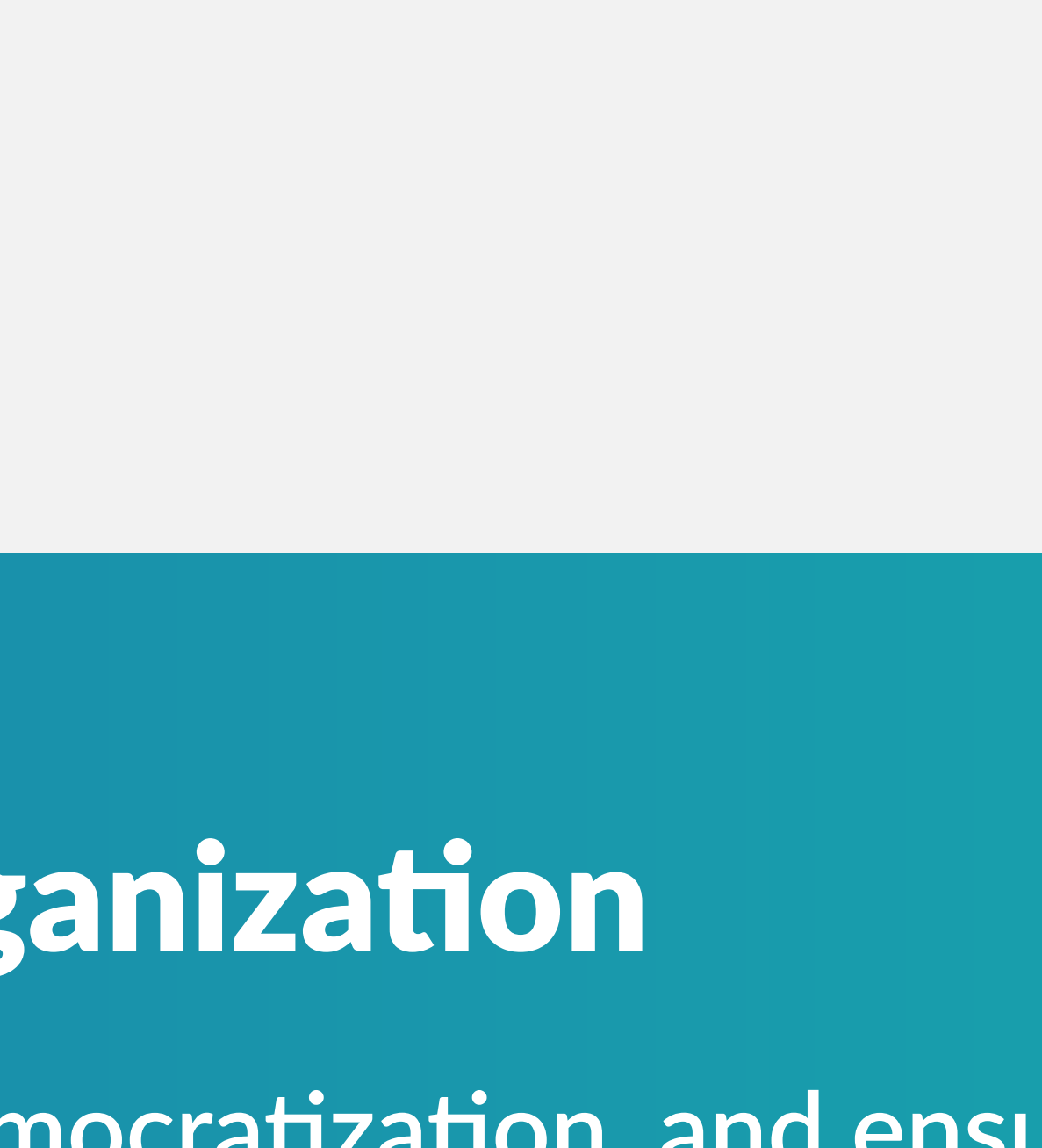
Through 2026, **30% of new applications, up from 5% today**, will be powered by AI to build tailored adaptive user interfaces.


- 03**


The primary source of insight for **40% of digital product enhancements by 2026, up from 10% today**, will be AI-driven product and customer experience (CX) analytics tools.


- 04**


By 2027, more than **35% of software — up from under 5% today** — will leverage AI-based digital twins as user profiles for user experience (UX) creation across the product life cycle.


- 05**

The adoption of AutoML by enterprise software engineering teams will rise from **25% in 2021 to 75% by 2027**.


- 06**

By 2027, in finance, **90% of descriptive and diagnostic analytics** will be entirely automated.



## Partner with LatentView Analytics to Build a Data-Driven Organization

LatentView Analytics will help your organization build business intelligence, enable data democratization, and ensure data literacy across your teams. Our data engineering experts and world-class data analysts will equip your business to make data-driven decisions for immediate and long-term success.