# Enterprise Strategy Group™
by TechTarget

# Unleashing the Power of AI in Analytics and Business Intelligence

As organizations continue to recognize the importance of data-driven decision-making, the pace of business is preventing analytics success. The ever-increasing volume of distributed data available to the business overwhelms data-centric stakeholders. To address these challenges, organizations are turning to AI tools that eliminate manual processes to improve efficiency, promote productivity, and democratize analytics. TechTarget's Enterprise Strategy Group recently surveyed data and IT professionals to gain insights into these trends.

Notable findings from this study include:

**75%** of organizations agree that the **promise of self-service analytics has not come to fruition.**
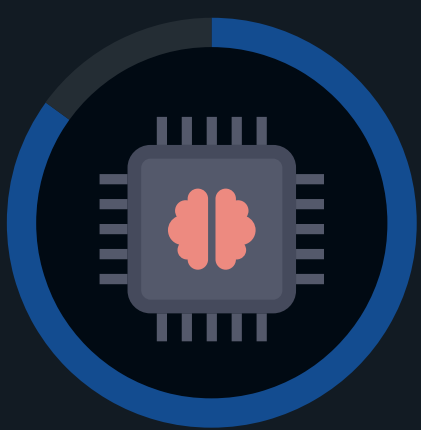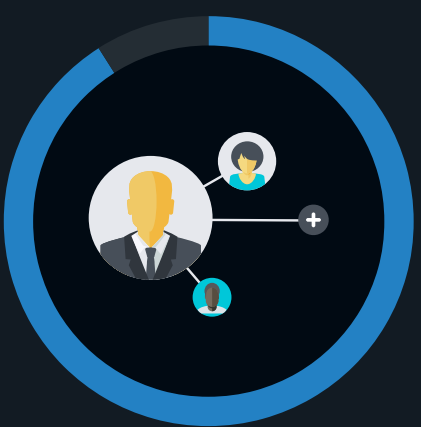
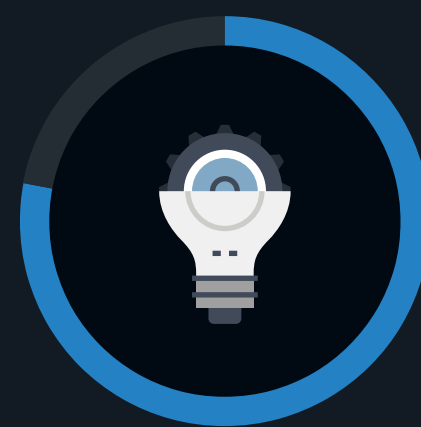**85%** of organizations agree that generative AI will democratize data access.

**93%** of organizations agree that the integration of AI and machine learning into analytics and business intelligence has grown end-user adoption.

**91%** of organizations expect an increase in the percentage of employees who have access to an analytics platform in the next year.

**78%** of organizations agree that it takes too long to act on insights derived from business intelligence tools.

For more from this Enterprise Strategy Group study, read the full research report, *Unleashing the Power of AI in Analytics and Business Intelligence.*

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