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The Future of BI With Looker and Gemini

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Abstract: With rising industry demands for increased user accessibility, advanced analytics capabilities, and improved operational efficiency, Google Cloud has announced significant enhancements to Looker. Deep integrations with Gemini for improved conversational analytics and enhanced reporting is set to empower wider user adoption, directly addressing key market challenges and bolstering Google Cloud's position in this vital field.

The Demand for Intelligent, Autonomous, and Accessible Analytics

The quest for trusted, actionable insights is driving a rapid evolution in analytics. Between access to powerful AI models, the need for robust business intelligence (BI), and the hype around agentic AI, the market has quickly evolved from simple, rule-based automations to deeply integrated, intelligent agents that empower all stakeholders. Organizations are aggressively pursuing AI-driven analytics to gain a competitive edge, driven by a clear recognition of its transformative power. A staggering 96% of organizations recognized the critical role of AI in their business and they are prioritizing AI-driven insights as the way forward.¹ The demand is matched by escalating investment: 97% of organizations have increased their financial commitment to analytics and business intelligence within the last year. And core to these commitments are a clear demand for user-friendly, AI-enhanced tools that deliver true self-service analytics.

But while businesses are increasingly seeking AI solutions to improve data-driven decision-making, the journey to intelligent and actionable insights remains fraught with complexity. Data silos hinder analysis, creating a fragmented view of the business landscape. The sheer volume of data, coupled with its rapid change, overwhelms even the most seasoned data teams. Limited user adoption of their analytics platforms is compounded by a lack of skilled personnel to bridge the gap between technical capabilities and business understanding. And the need for scalability is also high, with massive data sets straining current architectures. These are not abstract problems; they represent real hurdles to becoming truly data-driven. The result is that 78% of organizations agreed that it takes too long to act on insights.

Organizations are seeking solutions that streamline data integration, enhancing data quality and consistency while making data more accessible to a wider range of users. They desire tools that improve data governance and security and simultaneously support advanced analytics through deeply integrated AI agents that shorten time to insight and time to take action. The need for self-service analytics is particularly important, highlighted by the fact that 75% of organizations agreed that the promise of self-service analytics has not lived up to the hype. Businesses

Key Highlights

- 96% of organizations viewed AI as critically important, driving substantial investment in AI-powered BI solutions.
- Looker's integration of Gemini provides advanced conversational analytics, simplified reporting, and a robust API to empower all stakeholders to do more with data.
- With businesses increasingly seeking intuitive and powerful tools to manage data complexity, these enhancements offer a powerful combination that directly address key user adoption and data quality challenges.

¹ Source: Enterprise Strategy Group Research Report, [Unleashing the Power of AI in Analytics and Business Intelligence](#), May 2024. All research presented in this brief are taken from this research report.

Market Insight



75% of organizations agreed that the promise of self-service analytics has not lived up to the hype.

are actively searching for solutions that will effectively empower business users through simplified interfaces and automated processes, enabling them to focus on strategic decision-making rather than grappling with complicated analytical tools.

Powering Looker With Gemini Integrations and Conversational Analytics

Google Cloud announced significant enhancements to its Looker business intelligence platform at Google Cloud Next 2025. Key features include the expanded availability of Gemini in Looker, providing all platform users with access to conversational analytics, visualization assistance, and automated report generation.

Getting insights from your data is becoming more straightforward with Looker's new conversational analytics feature, which is now available in preview. It's designed so anyone can explore data simply by asking questions in natural language. Thanks to a collaboration with DeepMind, these capabilities are far more advanced than anything on the market today. The system doesn't just perform the analysis; it also transparently explains its process, helping everyone understand how answers are generated and easily clarifies any potential confusion. Accuracy gets a significant boost too, improved by as much as two-thirds, thanks to Looker's tightly integrated semantic layer. Additionally, developers gain access to a new conversational analytics API (also in preview) that enables the building of easy-to-use, chat-based data interactions directly into other applications and workflows.

Further enhancements include the introduction of Looker reports, delivering a streamlined reporting experience within the core Looker platform. Looker reports offer enhanced data storytelling, simplified exploration, and broader data connectivity, including connections to Microsoft Excel and Google Sheets. Importantly, this new capability integrates seamlessly with Looker's Gemini integration, providing AI capabilities for the new reporting environment.

Analyst Insight

The announcement of Looker's expanded AI capabilities, particularly the deep integration with Gemini and the introduction of conversational analytics and the conversational analytics API, is a significant step forward for the platform. These enhancements directly address the persistent industry challenges of limited user adoption and a shortage of skilled personnel. By simplifying data access and analysis through natural language processing, Google is significantly lowering the barrier to entry for non-technical users, which should empower more business users across the business to focus on higher-value tasks. The new reporting experience, mirroring the intuitiveness of Looker Studio, further reinforces their hyperfocus on accessibility. These enhancements enable Looker to maintain a leadership position in the increasingly AI-driven analytics and BI markets.

And yet, ongoing vigilance is crucial. Google must continuously improve the accuracy and reliability of Gemini within Looker, especially at scale. The Code Interpreter, currently in preview, promises powerful advanced analytics but requires robust testing and clear communication about its limitations. The success of the conversational analytics API will hinge on developer adoption and the development of creative, intuitive integrations. Ultimately, the future hinges on consistently delivering exceptional value, with a laser focus on user experience and continuous refinement of AI capabilities.

The integration of Gemini into Looker marks a pivotal moment in the evolution of business intelligence. Organizations seeking to leverage the full potential of their data should evaluate how these advancements can break down data silos, boost end-user adoption, and democratize access to critical insights. Investing in these types of solutions empowers organizations to harness the full potential of their data for improved decision-making and competitive advantage.

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
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