



# 8 future-proof analytics trends for 2024 and beyond



Next-generation analytics will go beyond self-service by using automation and artificial intelligence (AI) to enable better decisions. Organizations that aspire to be data-driven must embrace this new generation of converged analytics capabilities to:

- Increase market share and profits
- Quickly answer complex business questions
- Predict what's coming and proactively act to avoid risk
- Personalize recommendations and offerings at scale
- Accelerate decisions to meet real-time business needs

How exactly are analytics evolving to drive action? And how can your business benefit? In this resource, explore eight industry trends that will matter the most in the coming years and develop an action plan to take advantage.

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## Trend #1

### Intelligent, adaptable business

Complex global market conditions require more shifts and pivots. Your business needs to be agile enough to respond in real time, every time.

### Action plan

Adapt to risks and new opportunities more frequently and with much faster turnaround. Real-time, actionable analytics provide insights at the point of decision.

## Trend #2

### More AI-driven automation in the workplace

With as many as one in every four remote workers supported by new forms of automation, more AI proof-of-concept projects are emerging. When this automation and action are taken in closer proximity to where business processes and projects are performed, within business units and by knowledge workers, more value is delivered.

### Action plan

Extend self-service with greater AI and large language model capabilities for data preparation, discovery, analysis, natural language interfaces, predictions, and recommendations that keep humans in the loop during the decision-making process.





## Trend #3

### Growth on the edge

Real-time analysis of IoT events is being built into models at the edge—when and where decisions are needed for the fastest response to customer needs and desires.

### Action plan

Use the explosion of sensors and connected smart devices to fuel optimization loops to predict performance, optimize decision-making, mitigate the high costs of downtime, and improve customer experiences.

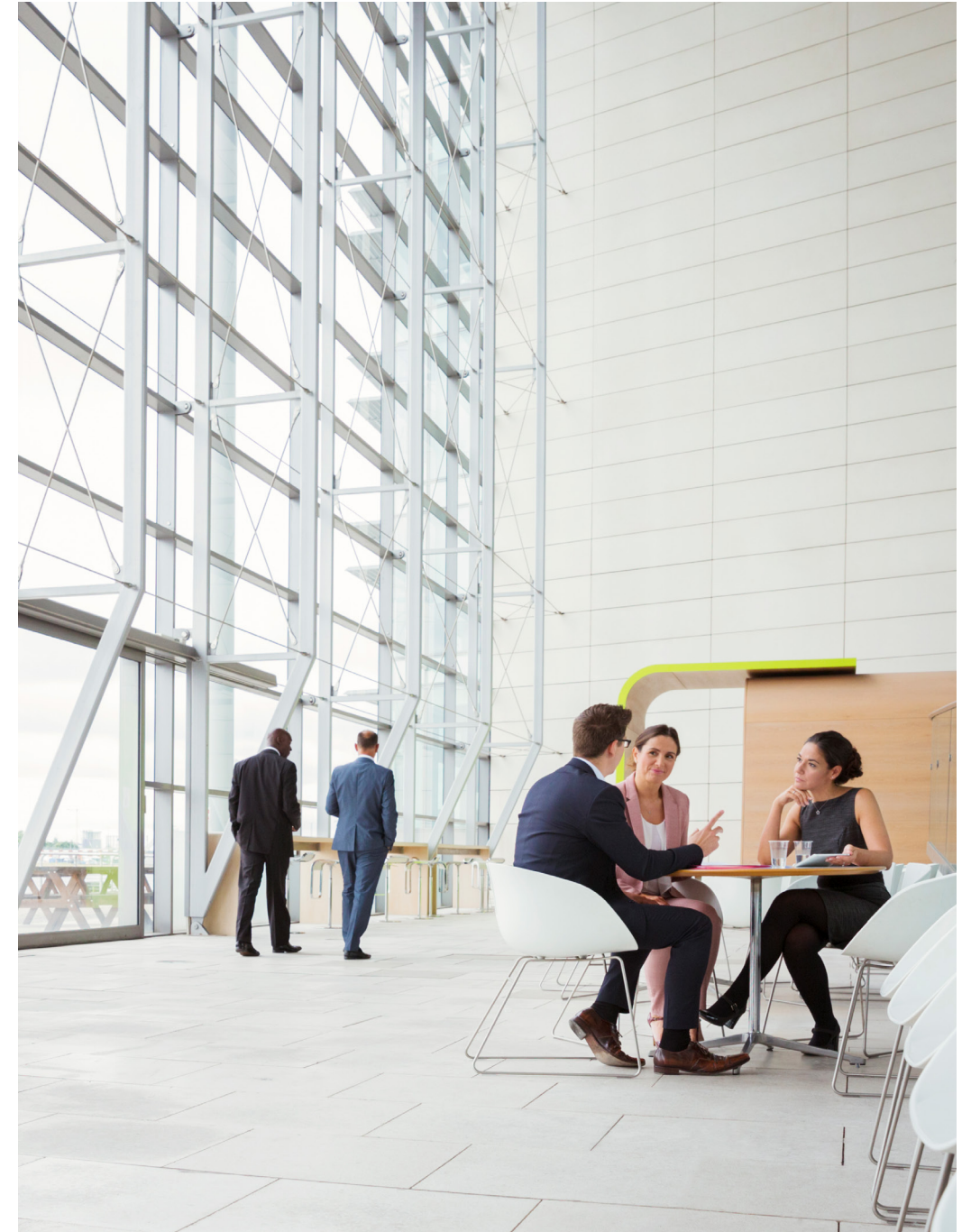
## Trend #4

### Trust, ethics, and more accountable AI

Trust in the accuracy and ethics of AI remains one of the reasons executive decision-makers don't believe in AI recommendation systems.

### Action plan

Operationalize "responsible AI" and encourage discussion of digital ethics and bias.





## Trend #5

### Closed-loop decision models

Learnings and collective knowledge are becoming shared assets for continually improving and accelerating response times.

### Action plan

Using closed-loop decision models, accelerate knowledge-sharing, and develop pipelines to support learning within your organization.



## Trend #6

### Convergence of analytics technology continues

Formerly discrete market categories, machine learning, data management, and governance continue to intersect.

### Action plan

Embrace this new, tightly integrated approach—converged analytics—which combines visual analytics, data science, and streaming capabilities to deliver immersive, smart, and real-time business insights.





## Trend #7

### Interactive discovery is now table stakes

Natural Language Query (NLQ) and similar capabilities are driving generative AI and business intelligence innovation, making “AI on BI” a reality. However, analytics culture will remain a top barrier to the full realization and adoption of technology that supports greater intelligence.

### Action plan

Start conversing with data using NLQ and Natural Language Generation (NLG) for drill down. Encourage less technical analytics users to ask questions, too.

## Trend #8

### “Citizen-built,” no-code data science apps

In recent years, business technologist roles have transformed traditional IT roles and become increasingly critical for competitive enterprises. “According to the 2022 Gartner® Digital Worker Survey, 48 percent of non-IT workers customize or build tools from technology provided by IT or from tools they acquire on their own. This is in line with Gartner’s prior surveys showing that on average 41% of employees are business technologists.” (2020 Gartner Digital Friction Survey and 2021 Gartner Reimagining Technology Work Survey)

### Action plan

Utilize low-code app developers or “citizen developers” to build pluggable components—like reusable building blocks for others to grab and go—and essentially “borrow the brain of a data scientist” to enable non-developers to get the best-of-both-worlds in an end-to-end analytics solution.





## Where will your business be in 2025?

With your new action plan, you can equip your business to adapt and respond to unexpected challenges and produce better outcomes using real-time intelligence.

Check out [Spotfire](#) for more information on how these trends will continue to be important to your business success in 2025 and beyond and how you can chart a future-proof course forward.



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Gartner, Quick Answer: What Types of Fusion Teams Do Business Technologists Lead?, Jason Wong, Annie Garcia, Duncan Prosser, 6 April 2023

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