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The Gartner Predictions for 2024: Data & Analytics

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Rita Sallam

Distinguished VP Analyst

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Your Customers

The Village

You

The Skier

GenAI

The Slippery Slope

Source: GenAI

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You - 2024

The Skier

GenAI

An Uphill Battle

Source: GenAI

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Predictions Gartner or GenAI?

By 2025, Chief Data Officers will drive 80% of major decisions, evolving from data stewards to strategic innovators, crucial for competitive business advantage.

In 2026, 75% of CDAOs that have failed to make organization-wide influence their top priority will have been assimilated back into technology functions.

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Predictions
Gartner or GenAI?

GenAI

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1. CDAOs Must
Step Up Or Step Out

2. IP Asset and Copyright Protection
Slows GenAI Adoption

3. More AI Means
More People Investment Not Less

4. Governance Rebranded As
Strategic Business

5. First Mover Advantage
Penalty or Opportunity?

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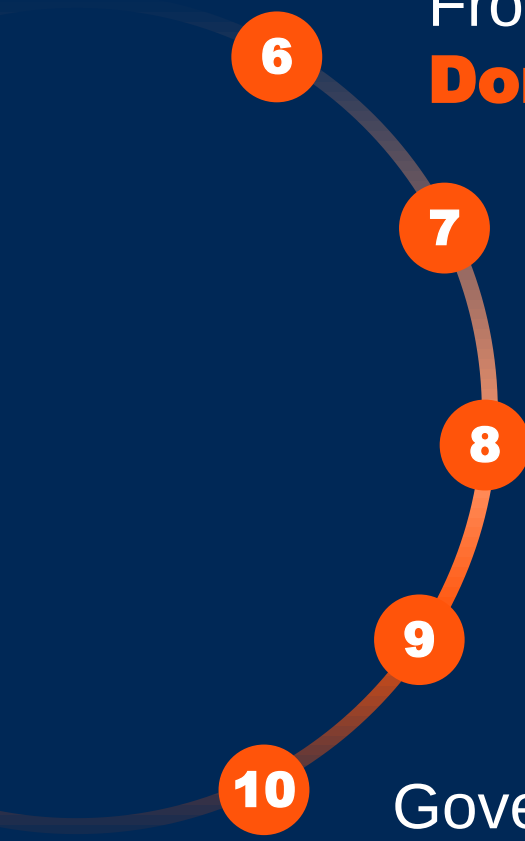

6 From General To
Domain Specific GenAI

7 Turn AI FinOps
Into Competitive Advantage!

8 AI UI
Drives Data Adoption !!

9 Power to the People,
Finally!

10 Governance
Eats Everything For Lunch!

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The CDAO becomes central to the organization's potential successes AND failures.

The new risk/ reward equation

Data, Analytics and AI teams get better at addressing their worst democratization challenges

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1 CDAOs Must Step Up Or Step Out

By 2026, **75% of CDAOs** that have failed to make organization-wide influence their top priority will have been assimilated back into technology functions.

Sarah James

Source: GenAI

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Become Indespensible

1

- Address widely important priorities.
- Know the organization intimately.
- Understand value levers and pain points.
- Bring people on your journey – collaborate, co-create.
- Publicize data & analytics success in business language.

Source: GenAI

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2 IP Asset and Copyright Protection Drives Cost & Risk

By 2026, defensive spend to de-risk loss of intellectual property and occurrence of copyright infringement will slow GenAI adoption and diminish returns.

Lydia Clougherty Jones

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Recognize Potential Loss of Intellectual Property and Copyright Infringement as Major Risks

2

- Choose GenAI use cases wisely and scale them slowly.
- Add copyright infringement risk to vendor selection and governance processes.
- Develop and disseminate risk assessment tools.
- Monitor new content business models.

Source: GenAI

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3 More AI Means More People Investment Not Less

By 2027, more than half of CDAOs will secure funding data literacy and AI literacy programs, fueled by enterprise-failure to realize expected value from Generative AI.

Alan D. Duncan, Pieter den Hamer

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3

People Are Key To Getting Value From AI

- Develop skills in understanding, interpreting and acting upon the AI-generated insights.
- Fund corresponding data/AI literacy for any AI implementation.
- Put an emphasis on critical thinking.
- AI without skilled people can introduce additional fail-points.

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4 Governance Rebranded As Strategic Business

By 2027, 40% of CDAOs will have rebranded governance as business enablement of strategic business initiatives from the outset.

Sally Parker, Donna Medeiros

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From Command and Control to Business Enablement

4

- Track governance investments against business value.
- Assess where current D&A governance approach is failing.
- Shift the conversation from being “what I need from you” to “what you need from me” by starting with “why”.
- Insert governance to an existing business-led activity.

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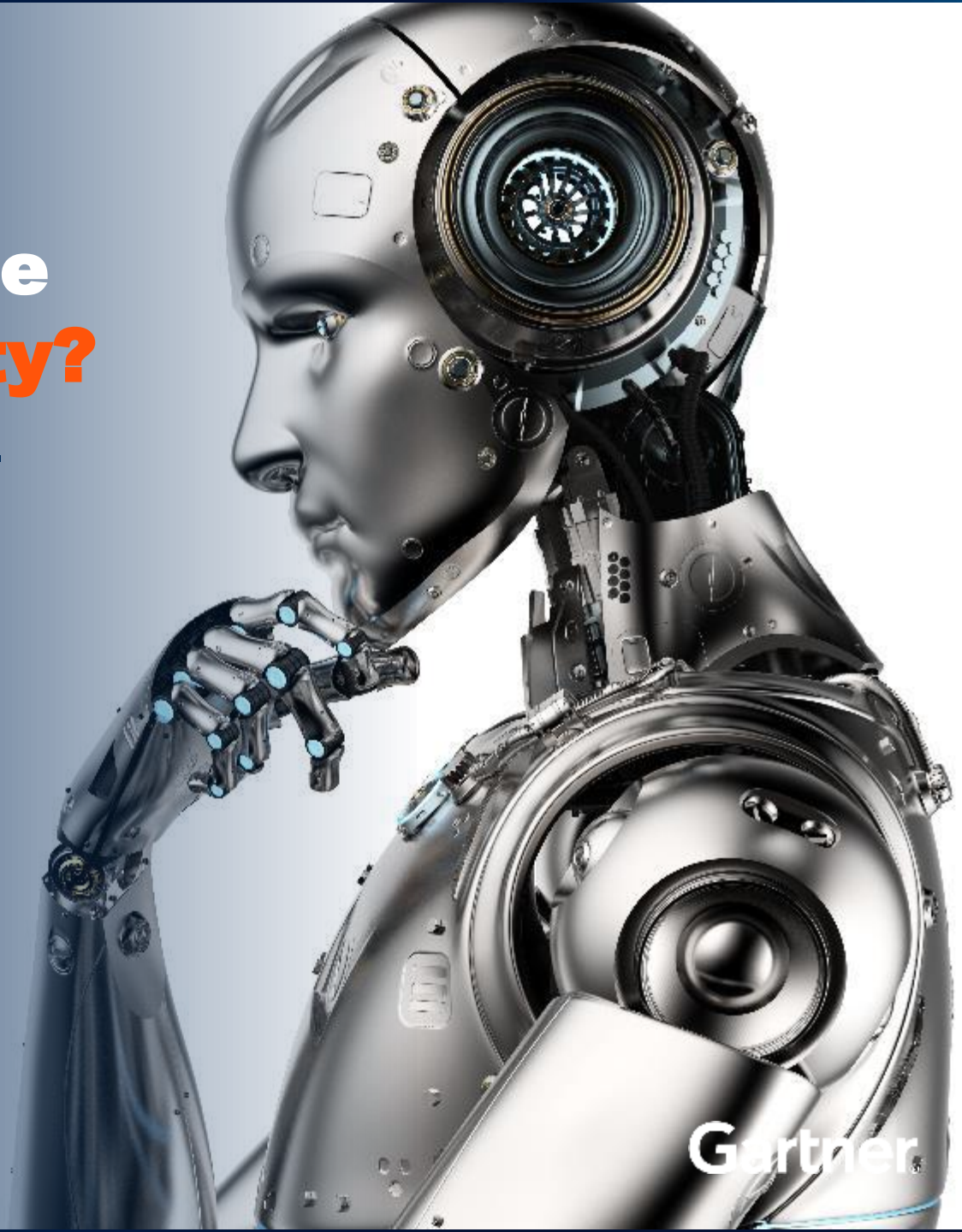
5 First Mover Advantage
Penalty or Opportunity?

By 2028, more than 50% of enterprises that have built their own large language models (LLMs) from scratch will abandon their efforts due to costs, complexity and technical debt.

Arun Chandrasekaran



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Balance AI Ambition with Risk Tolerance

5

- View cost of tech debt as an “options price” to accelerate learning and market impact
- Design open systems to switch models as innovations warrant.
- Explore use of small models and open source as they mature.
- GenAI tools may accelerate migrations and reduce tech debt penalty

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6 From General To Domain Specific

By 2027, 75% of new analytics content will be contextualized for intelligent applications through GenAI, enabling a composable connection between insights and actions.

Julian Sun, Radu Miclaus, Aura Popa

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Natural Language Becomes The New Composer

6

- GenAI augmenting low-code application development tools
- GenAI as an orchestration layer between application development and D&A
- Adoption of GenAI industry and business unit-specific models and applications will grow
- Explore autonomous agents to take action as they mature

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7

Turn AI FinOps Into Competitive Advantage!

By 2027, generative AI enhanced cost optimization will automate 40% of data and analytics spending in cloud-based data ecosystems.

Adam Ronthal

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7

Cost Escalation: GenAI is Both The Problem and The Solution

- Cost optimization in the cloud is complex with interconnected outcomes.
- GenAI can identify connections between disparate components of the data ecosystem
- Identify Augmented FinOps vendors with a roadmap for GenAI enhanced tooling and instrumentation.

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8 AI UI Drives Data Adoption !!

By 2025, use of natural language as a primary data management API will be the dominant interface leading to a 100x consumption of data across the ecosystem.

Roxane Edjlali

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8

Natural Language Frees Data Access and Use

- The value of data assets/products is proportional to use.
- Data silos, difficulty finding data and skills needed to access has inhibited data product use.
- Natural language will replace SQL as the dominant query interface expanding access and use.

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9 Power to the People, Finally!

By 2025, 90% of current analytics content consumers will become content creators enabled by AI.

Rita Sallam and Peter Krensky

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Expect New User Experiences Beyond Dashboards

9

- Natural language, AI and analytics and BI value realization
- Prioritize invplatforms is not new.
- GenAI turbocharged these broad augmented analytics capabilities.
- Expand role-based data literacy and training initiatives to facilitate investments in AI-ready data

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10

Governance Eats Everything For Lunch!

By 2027, 60% of organizations will fail to realize the anticipated value of their AI use cases due to incohesive ethical governance frameworks.

Sarah Turkaly, Lydia Clougherty Jones, Stuart Strome

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Governance Is Key To AI Value

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- Some will fail to account for ethics while they take a “wait and see” approach.
- Go beyond the checklist.
- Principles must be translated into practical guidelines.
- Start small by building influential allies.

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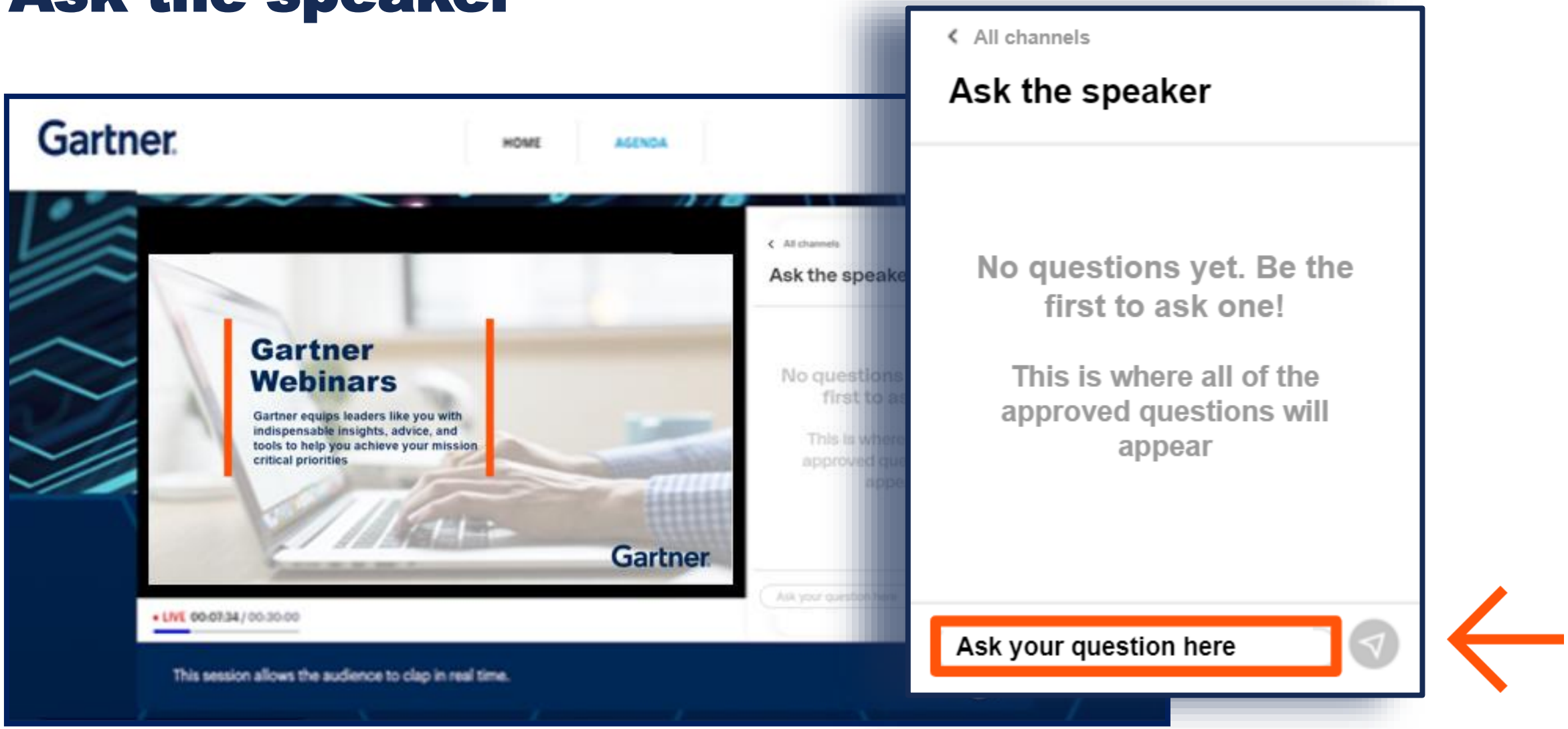
Ask the speaker



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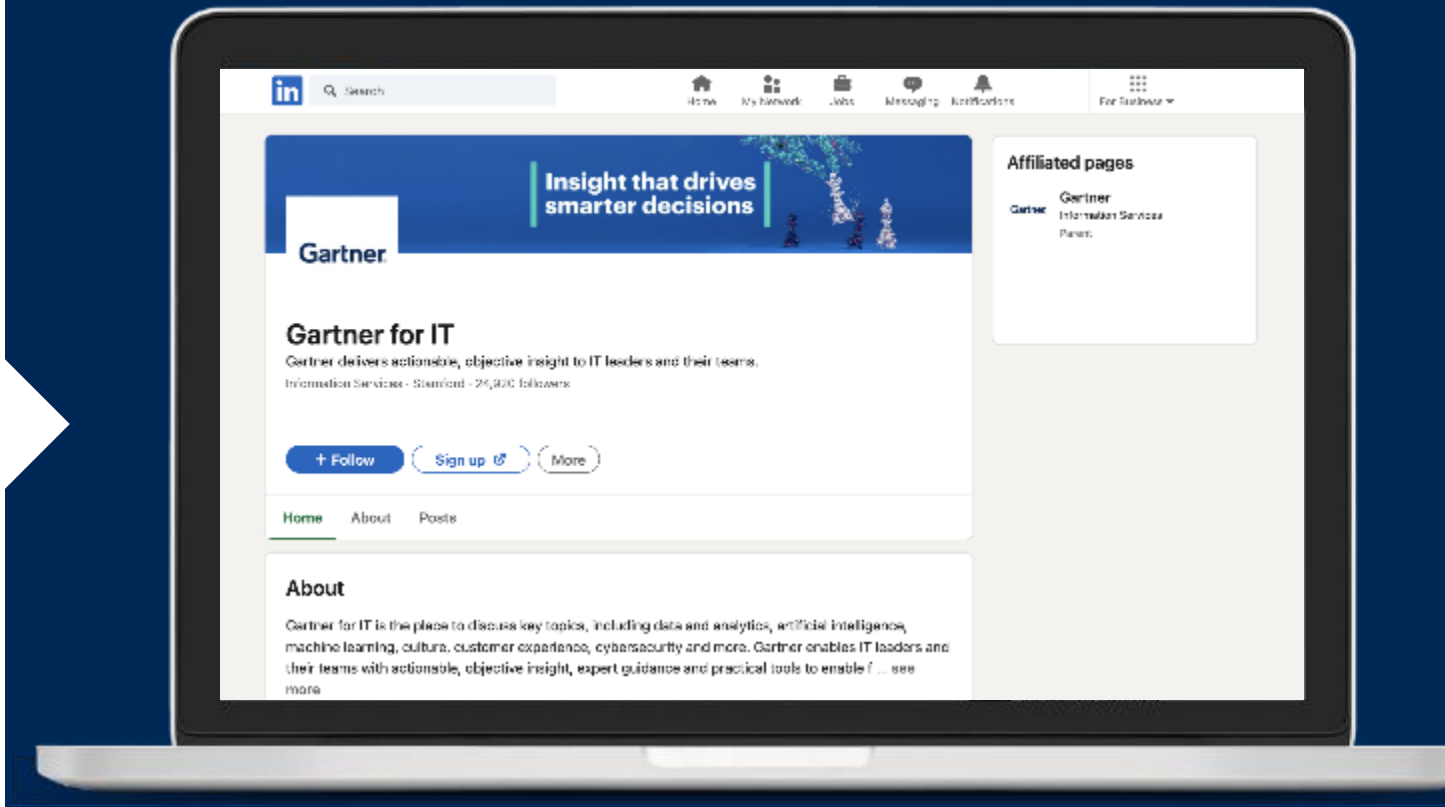

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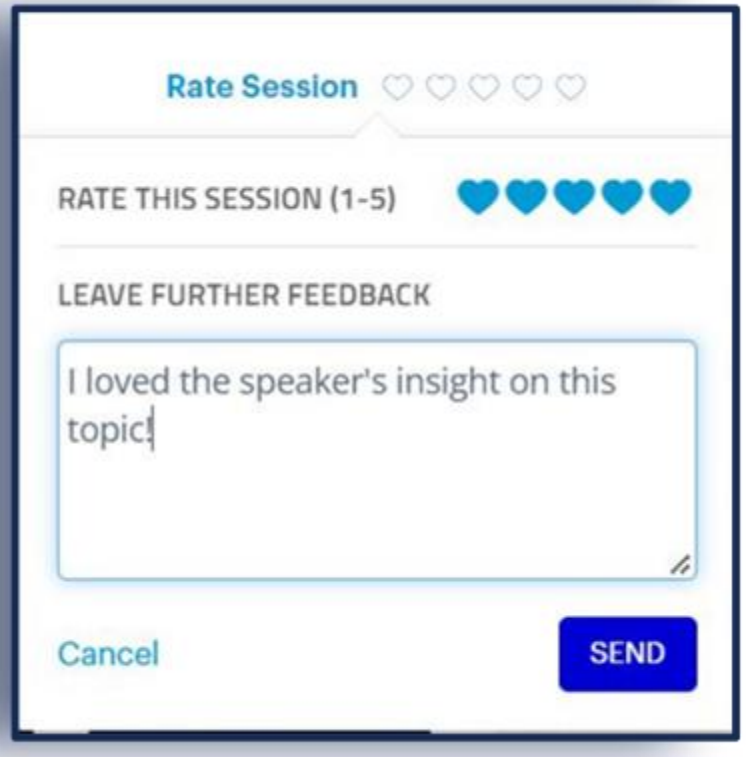

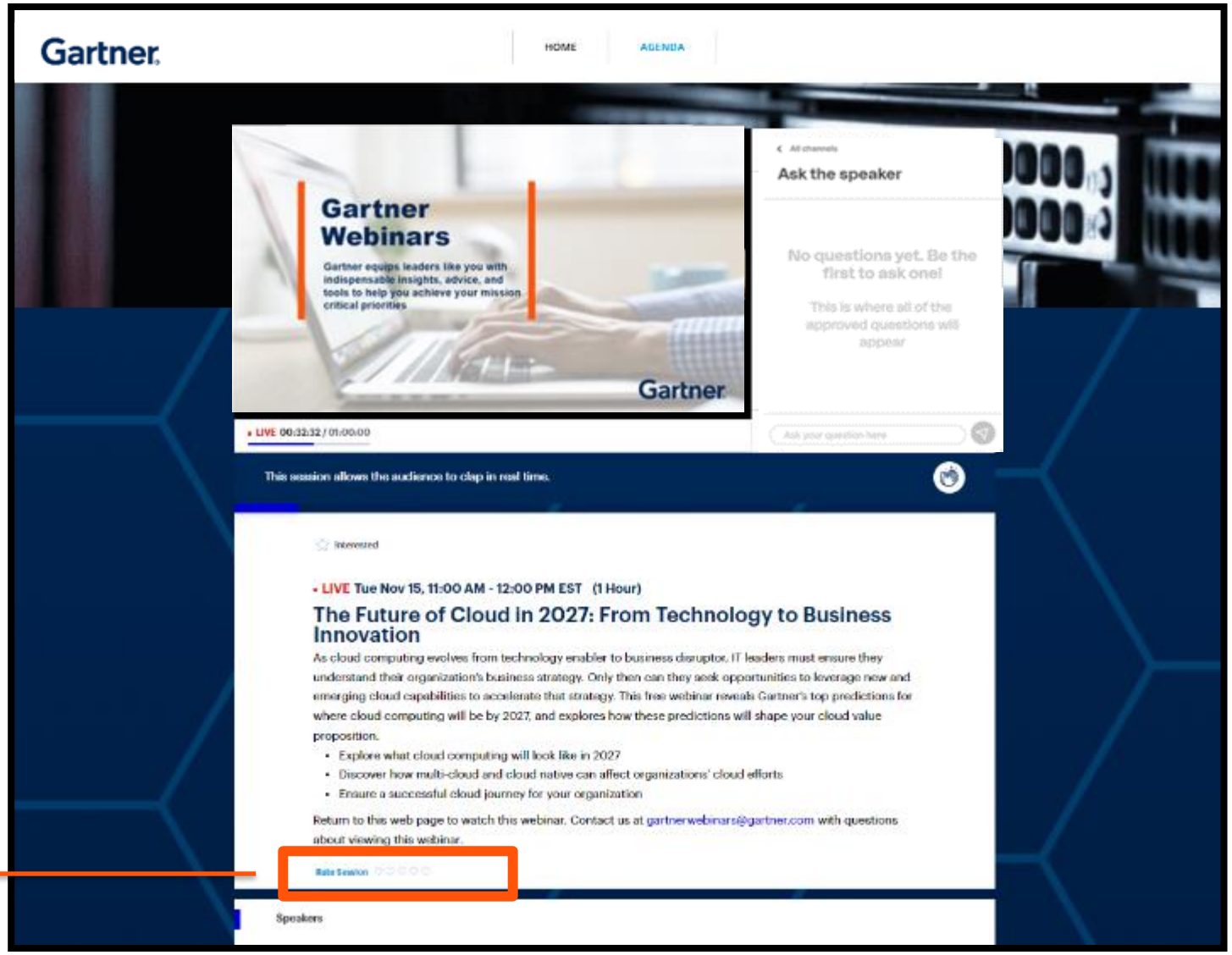

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