Themes for AI Mentions in Fortune 500 Earnings Calls, 2018 Vs. 2022

Source: NetBase Quid, 2022 | Chart: 2023 AI Index Report

Theme	2022	2018
Business Integration	9.96% (-15%)	11.74%
Pricing and Inventory Management	8.82% (+48%)	5.94%
Advertising and Marketing	8.82% (+204%)	2.90%
Process Automation	8.39% (+23%)	6.81%
Support Decision-Making	7.40% (-7%)	7.97%
Healthcare and Medical Practices	7.11% (+69%)	4.20%
Cloud Platforms	6.26% (+73%)	3.62%
Personalizing Customer Experience	5.26% (-21%)	6.67%
Deep Learning	4.84% (-41%)	8.26%
Edge Intelligence	4.13% (+24%)	3.33%
Nvidia AI Use Cases	3.84% (+121%)	1.74%
Revenue Growth	3.27% (+33%)	2.46%
Autonomous Vehicles	3.13% (-47%)	5.94%
Data Processing	2.99% (+37%)	2.17%
Data Storage and Management	2.99% (-55%)	6.67%
Adobe Experience	2.70% (+10%)	2.46%
Customer Support	2.42% (+734%)	0.29%
Azure Cognitive Services	2.13% (-59%)	5.22%
Data Center GPU	1.85% (-20%)	2.32%
Investments	1.28% (+47%)	0.87%
Nvidia RTX	1.00% (-62%)	2.61%
Digital Transformation	0.71% (-87%)	5.36%

Theme Mentioned (% of Total)