

Global AI Adoption & Engagement Analysis

KPI_Global_Adoption

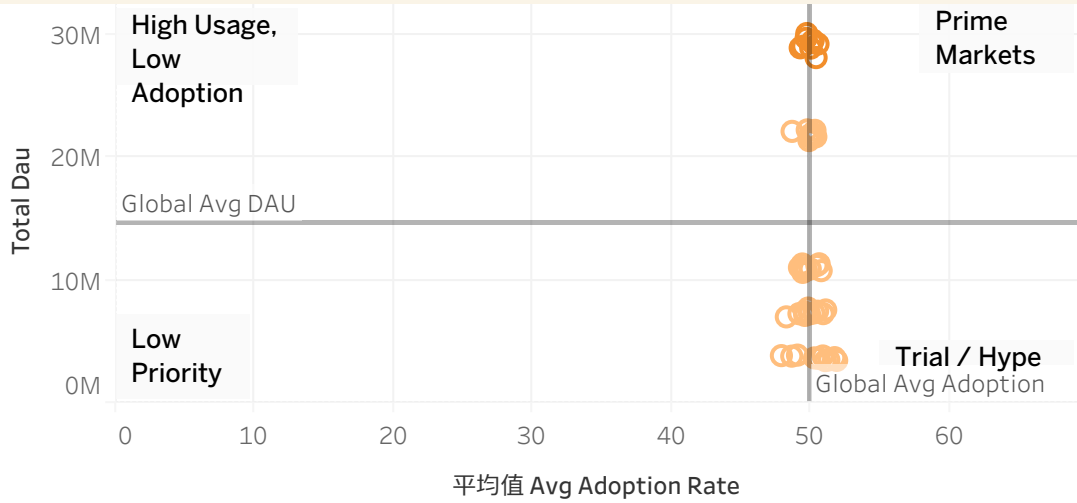
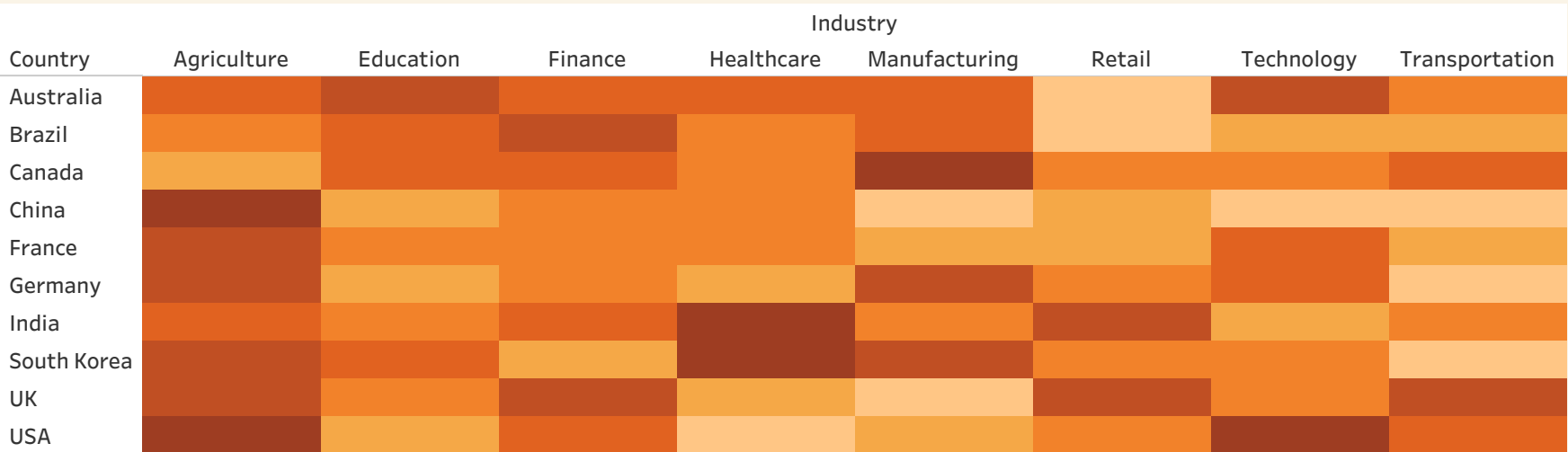
Global Avg Adoption Rate **49.99%**

KPI_Total_DAU

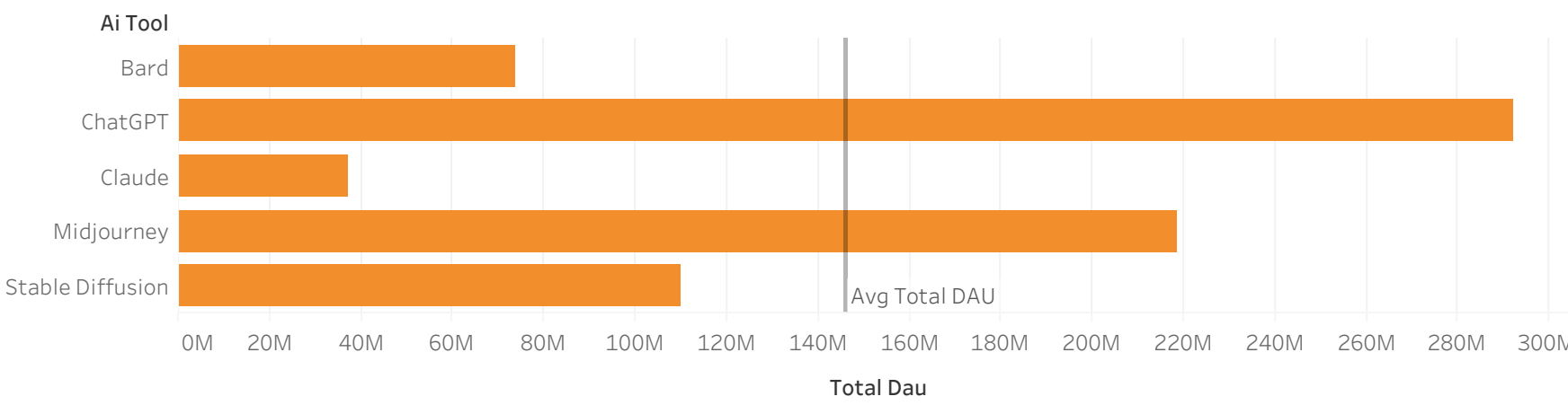
Total Daily Active Users **731M**

Top AI Tool by Engagement

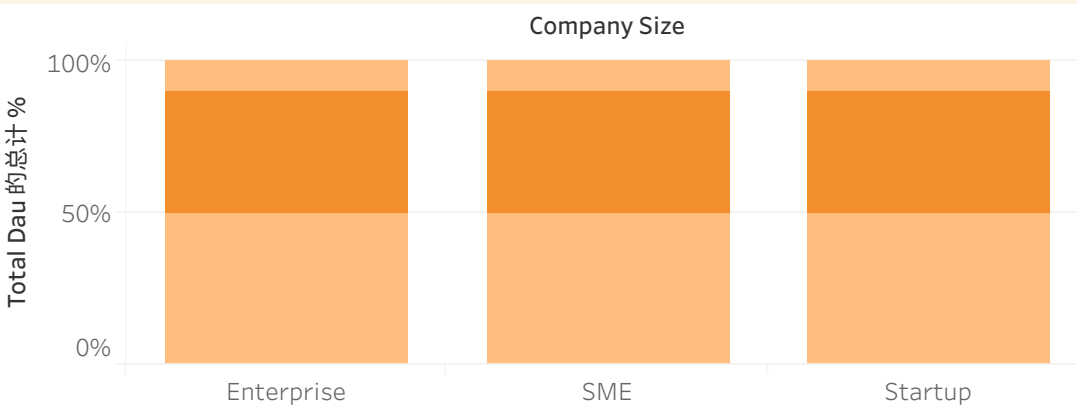
ChatGPT



AI Tool Engagement Boxplot



Enterprise Customers Drive Disproportionate Usage for ChatGPT



Key Business Insights

- 1. Adoption does not guarantee sustained usage — onboarding and activation remain critical levers.
- 2. ChatGPT demonstrates the highest median engagement, indicating stronger habit formation.
- 3. Enterprise customers contribute disproportionate DAU despite slower adoption, suggesting higher long-term value.