The adoption of Data Science & AI in Companies

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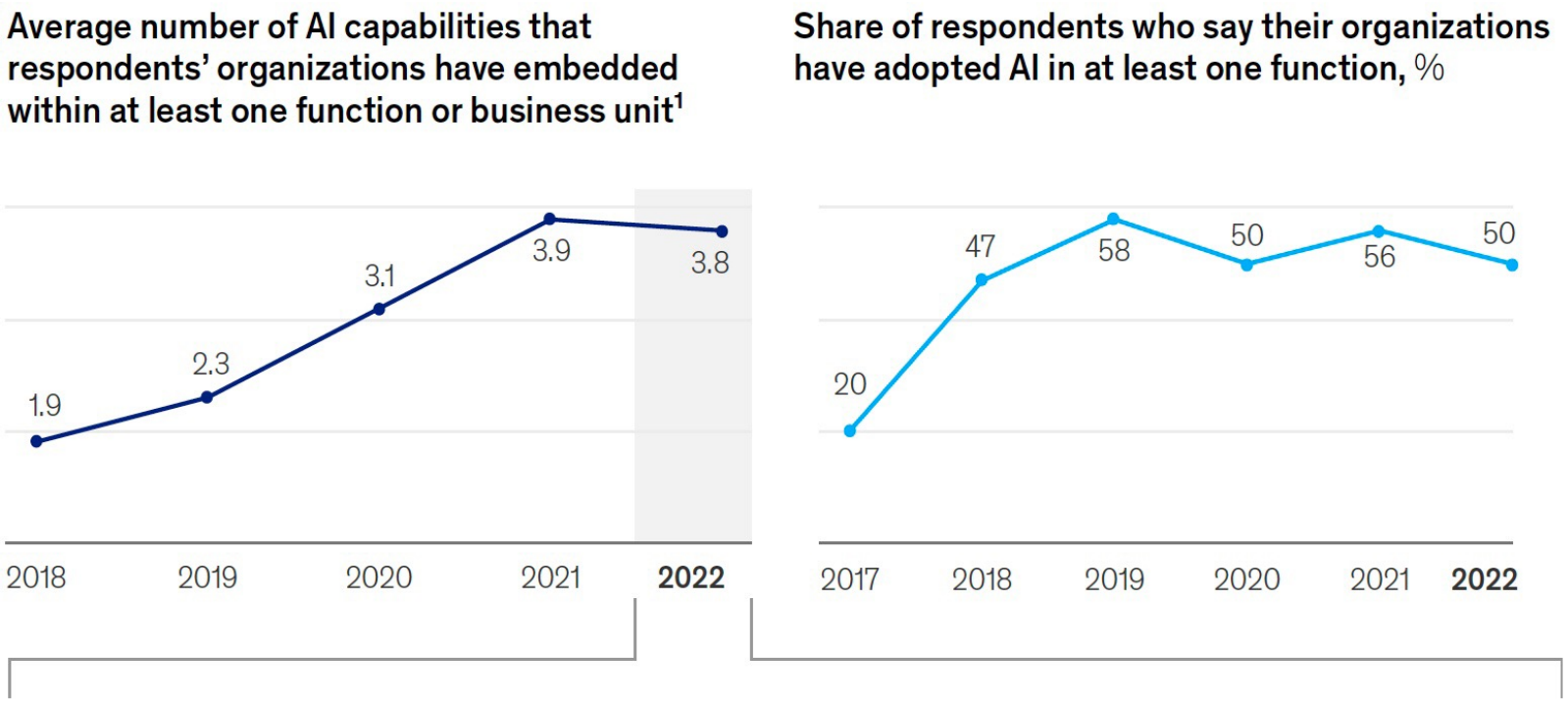
An increasing number of AI capabilities embedded in organizations over the past 5 years

- AI adoption has more than doubled. In 2017, 20% of respondents reported adopting AI in at least one business area, whereas today, that figure stands at 50%, though it peaked higher in 2019 at 58%



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Use cases by domain

Top use cases | Use cases by function

Most commonly adopted AI use cases within each business function, % of respondents[1]

Service operations[2]

Service operations optimization	24
Contact-center automation	16

Marketing and sales

Customer service analytics	19
Customer segmentation	19

Risk

Risk modeling and analytics	15
Fraud and debt analytics	11

Strategy and corporate finance

Capital allocation	7
Treasury management	4
M&A support	4

Product and/or service development

Creation of new AI-based products	20
New AI-based enhancement of products	19

Supply chain management

Sales and demand forecasting	10
Logistics network optimization	9

Human resources

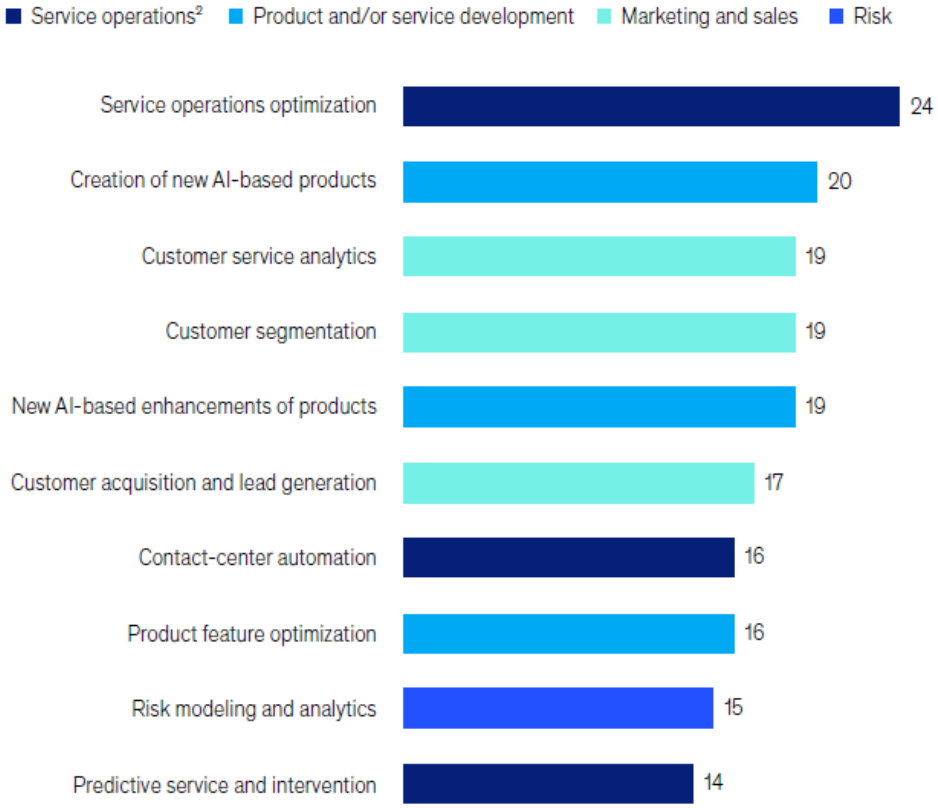
Optimization of talent management	10
Optimization of workforce deployment	5

Manufacturing

Predictive maintenance	13
Yield, energy, and/or throughput optimization	11
Simulations (eg, using digital twins, 3-D modeling)	11

Top use cases | Use cases by function

Most commonly adopted AI use cases, by function, % of respondents[1]



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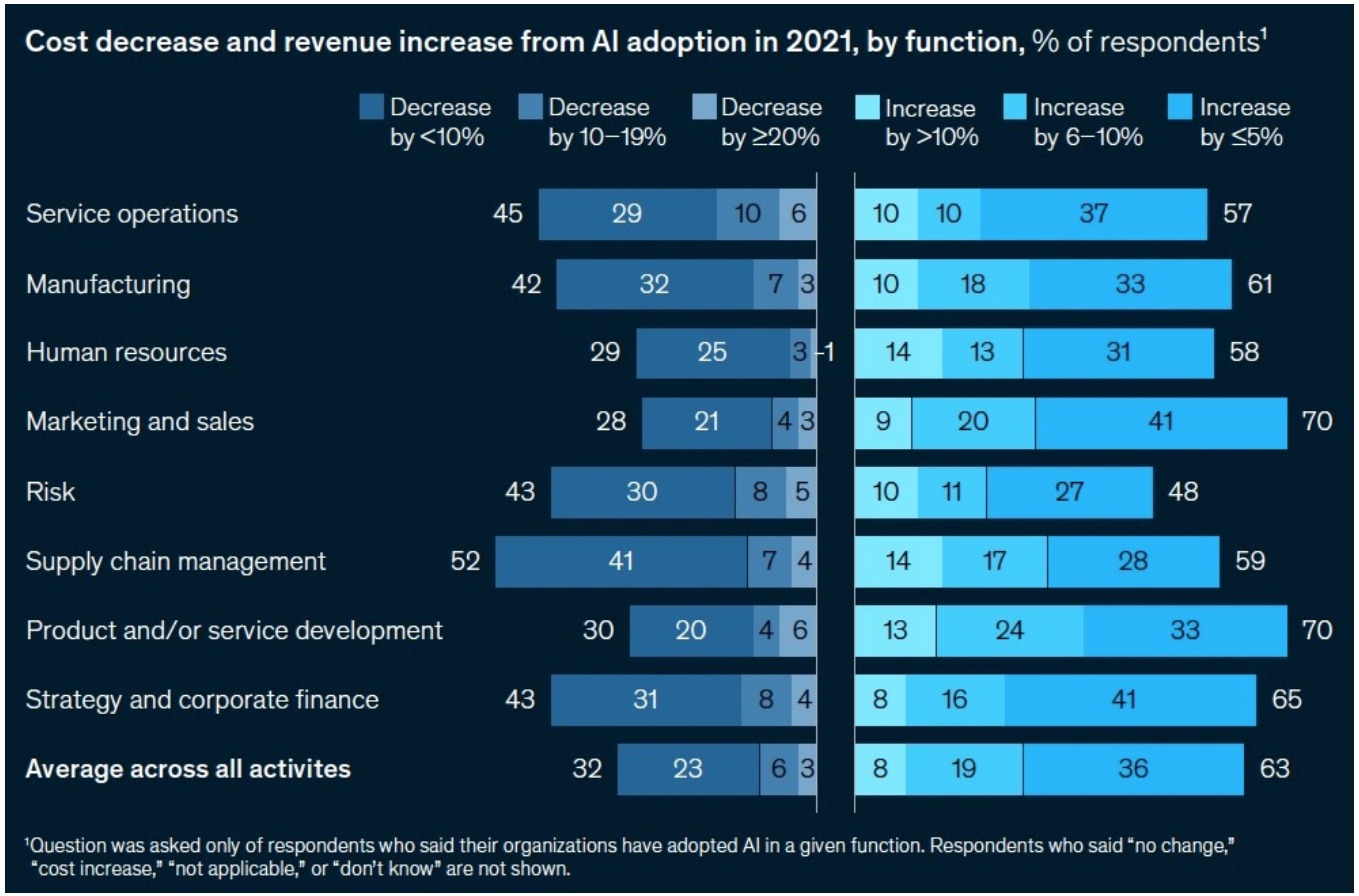
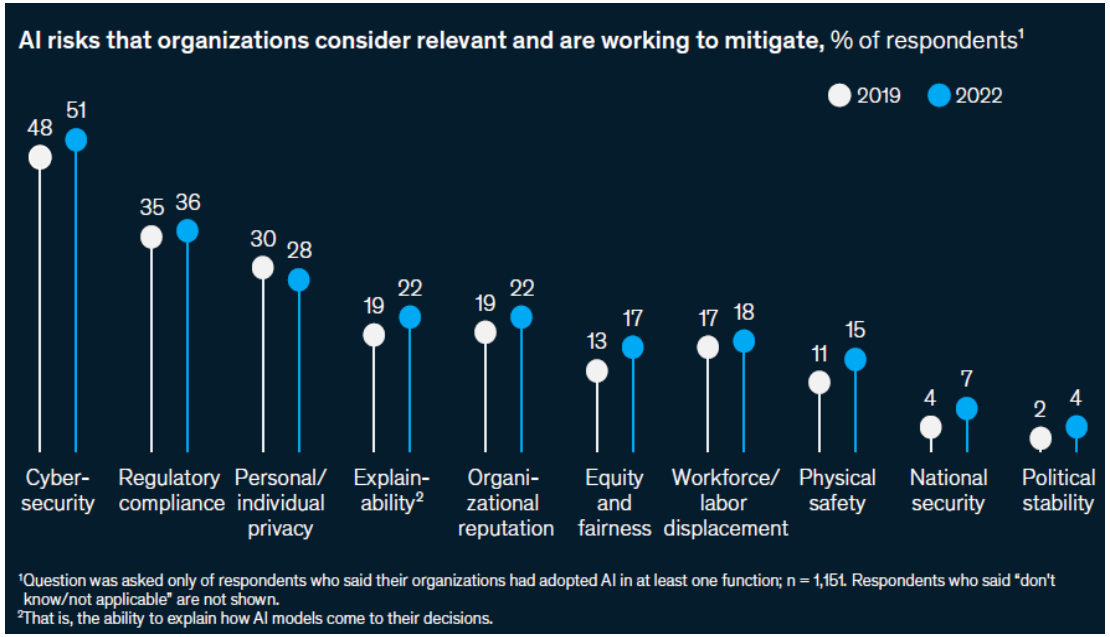
Expectations on revenue growth, cost reduction and risk control

- Today, the largest reported revenue impacts are in marketing and sales, product and service development, and corporate strategy and finance:
  - Revenue growth in marketing and sales, product and service development
  - Cost reduction in supply chain management
- Furthermore, the level of engagement of organizations in mitigating AI-related risks remains broadly stable.





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Top Best Practices/Attention Points in Data Science & IA

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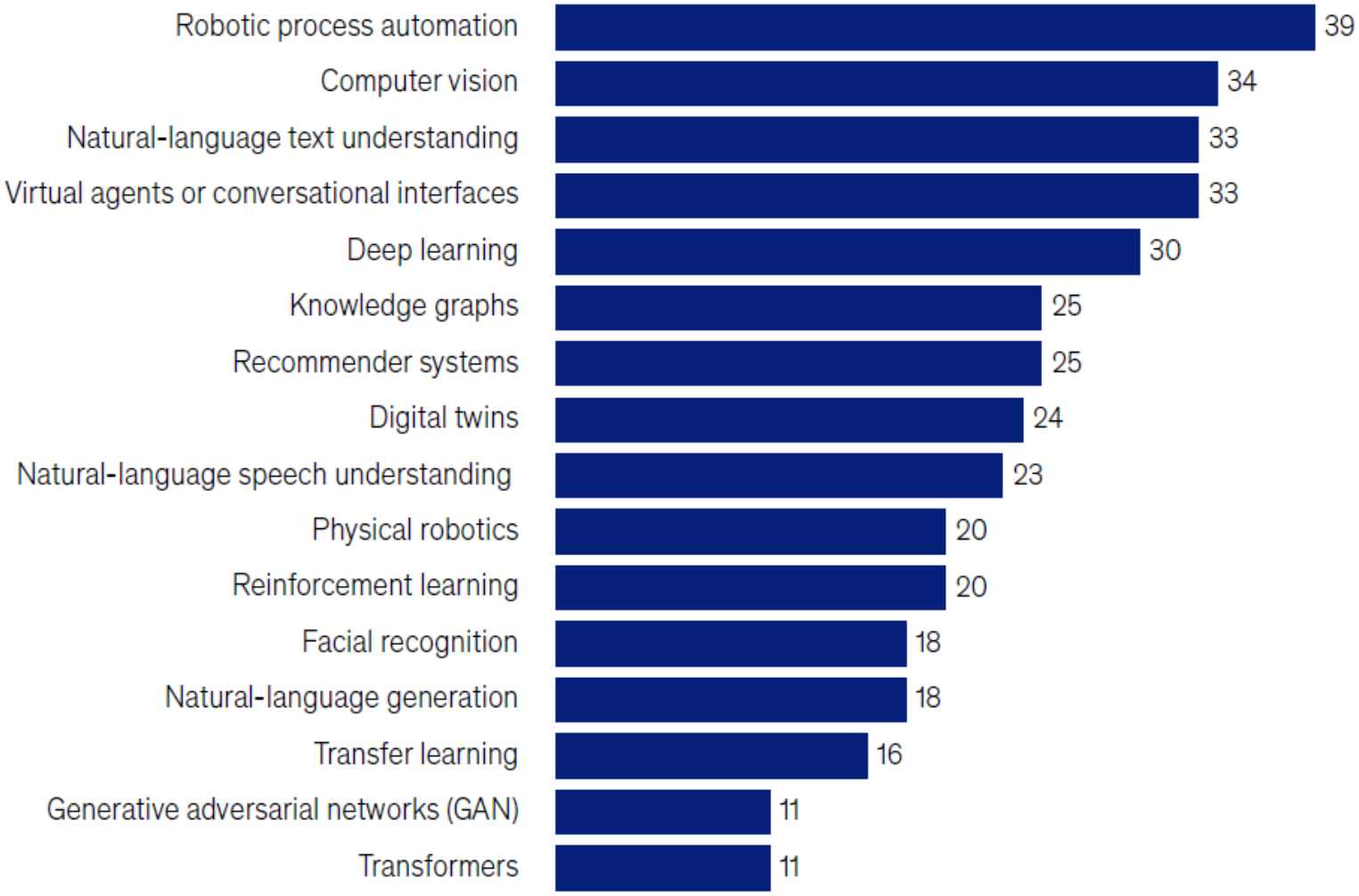
Capabilities built into products and business processes



[1] The number of capabilities included in the survey has grown over time, from 9 in 2018 to 15 in the 2022 survey.
[2] Question was asked only of respondents who said their organizations have adopted AI in at least one function.

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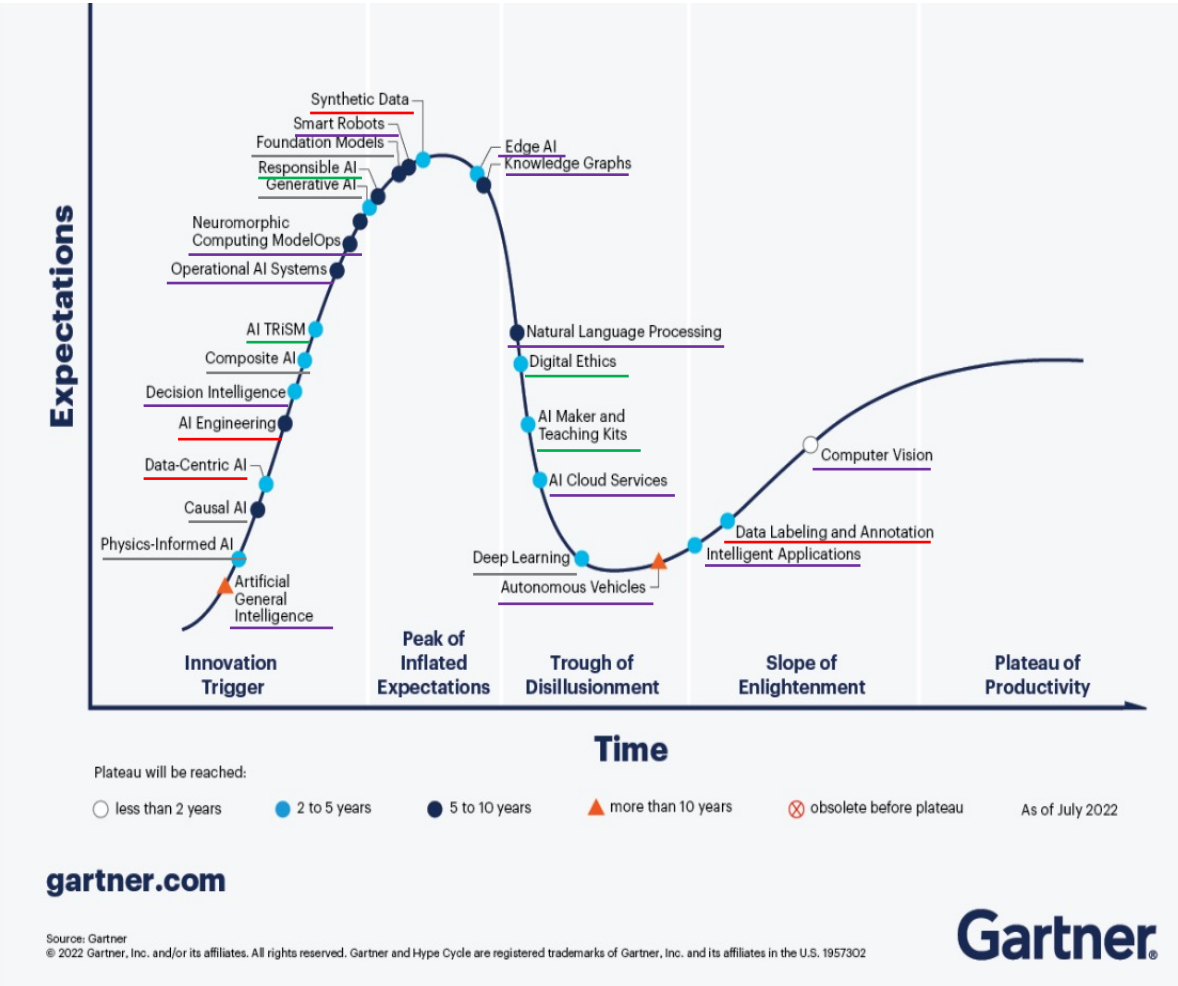
Innovations in Data Science & AI in 2022

- Innovations in Data Science & AI continue to deliver significant business benefits and adoption rates will accelerate in the years to come



According to the following axes:

- Data
- Algorithms
- Applications
- Human

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Thank You

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