



AI Trends for 2024

Generative AI burst into the market in less than a year and is already transforming the world. But to ensure its continued success, we need to address concerns around the integrity of the data this nascent technology is built upon. Looking beyond the buzz, we've identified 10 trends that will help data and analytics leaders in 2024 realize the promised future of this technology.

1

Data origin matters: Understanding your data's DNA

If data quality and lineage was important before, it's non-negotiable in a world with AI. Because if you don't know where data comes from, how can you trust it?

2024 will be the year we create a "DNA test for your data."



From BI to AI and back again, business analysis is changing.

Individuals will start their analytical journey in generative AI tools, using them for simple data visualization and business projections.

As a next step, they may want to tap into enterprise-grade tooling for further analysis, bringing the benefits of GenAI to their trusted tools.



The rise of novice developers demands AI literacy

Plain language coding has set off an explosion of apps built by the ‘everyday developer’ — resulting in a flurry of innovation, but also governance chaos.

GenAI puts strong powers into the hands of the many, so organizations must train their workforce in AI literacy.



Generative AI for insights: Supercharging the data consumer experience

For those who just want to get to an answer – and fast – we will see an increase in auto-generated visualizations and insights, enhanced with explanations in natural language.

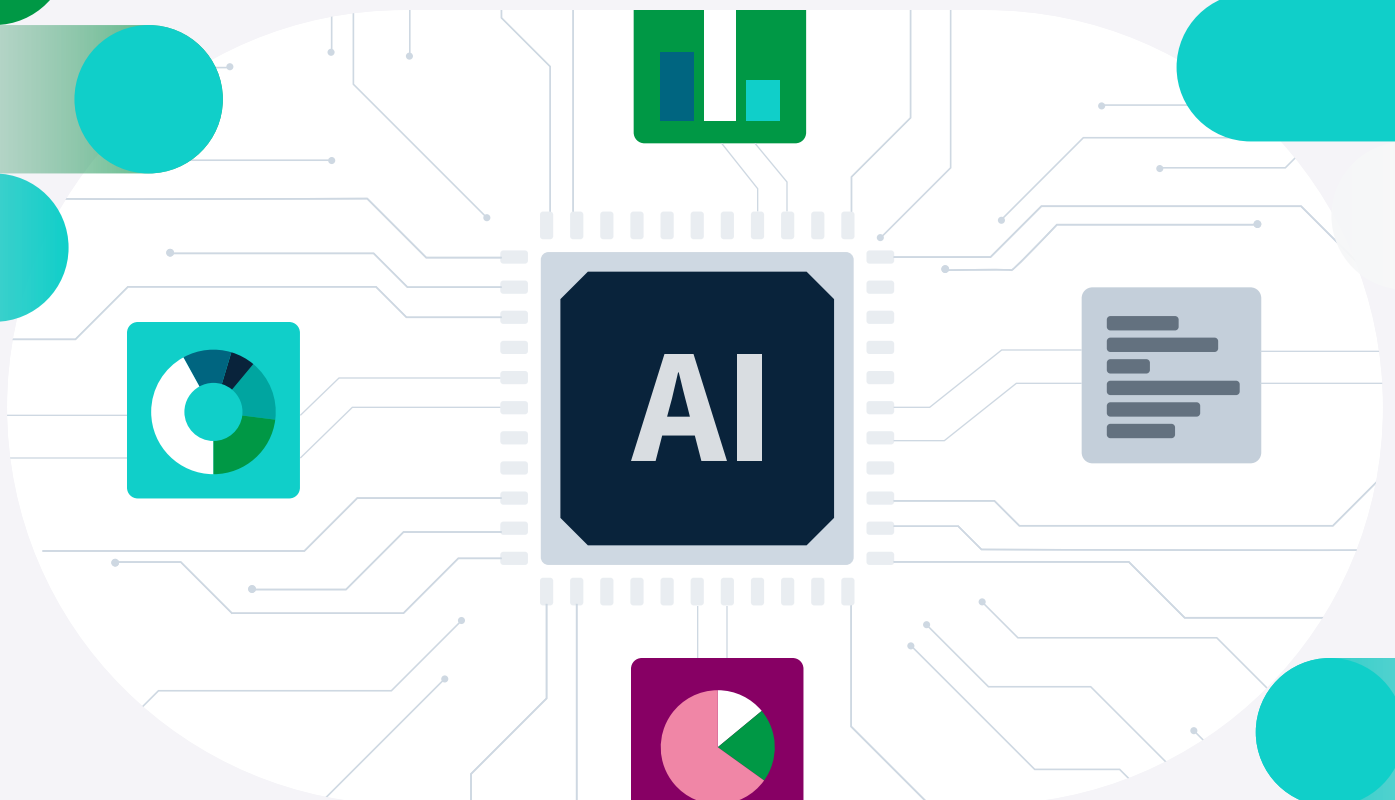
Consumers also tend to trust people more than data, so data sharing will be key.



Data engineering, analytics, and data science are merging

New platforms, combined with the evolution of data fabrics, will open data engineering to a new breed of users — especially if augmented with powerful AI and automation.

Making the hard stuff easier while merging the roles and capabilities of data engineering, data science, and analysis will enable organizations to solve tougher problems.



6

The age of unstructured data is now

Many have previously tried and failed to analyze unstructured data, but with new metadata and semantic techniques enabled by GenAI, 2024 is the year organizations can finally unlock its power and value.

These tools will allow you to act quickly and confidently on your entire data estate.



Automation and AI create a virtuous cycle

With transformed data in near-real time and in the right place, we will start to see new ways of using generative AI with application automation.

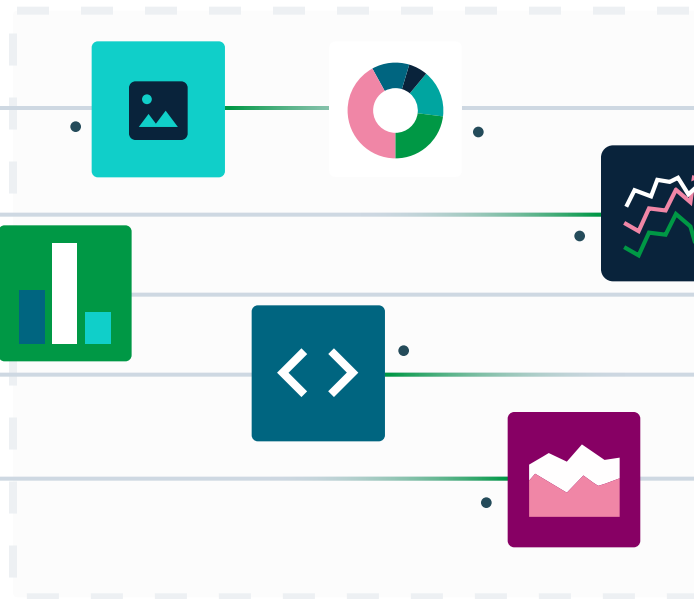
This will mean less manual work for humans to connect and build workflows. They will now be able to take on the role of decision stewards.



Hybrid AI bridges the maturity gap

One of the biggest misconceptions is that generative AI will replace all preceding AI tools.

While generative AI is finding its footing, Machine Learning and other AI have already shown boundless potential — and may even be used to bridge this maturity gap in 2024.



Last-mile AI customization becomes critical for business.

Early applications of generative AI are massively scalable — but currently generic. Over time, we'll increasingly see AI customized to industry and more specific business-to-business (B2B) use cases.

We will also see that sophisticated applications can be built that address a specific industry or issue at hand, with less effort and fewer consultancy hours.



Data as a product that can be traded

Apply principles of product management to data — and turn it into a product that you can monetize.

In 2024, we will see more platforms where validated data can be refined, bought, sold, and traded, similar to what the music industry did with streaming services. The more the data product is used, the more valuable it is.





The time to act is now. If this feels overwhelming, remember that you don't have to go it alone — in fact, you shouldn't. Talk to Qlik to understand how to turn your big data to better, trusted data so you too, can realize the value of generative AI.

Watch our webinar on demand and download our thought leadership paper now.