

5 Data & Analytics Trends in the AI ??Era

Analytics is shifting from dashboards to decision-making systems. Discover 5 data and analytics trends in the AI ??era that businesses need to know.

Recently, at the Gartner Data & Analytics Summit 2026 in Orlando, a prominent message was emphasized: **Analytics is no longer just about answering questions, but is moving towards proactively supporting real-time decision-making.**

This shift reflects a larger trend. AI is increasingly involved in every aspect of work, from coding and data analysis to process automation. At the enterprise level, this leads to a move away from traditional dashboards to intelligent systems that can **suggest and even automatically perform actions** .

Here are five key trends shaping the future of Data & Analytics.



1. From reporting to a decision-making system.

For many years, data analytics teams primarily answered two questions: what happened and why. But now, businesses expect more.

Instead of simply creating dashboards or reports, analytics is shifting towards **Decision Intelligence** —where data, AI, and business logic are integrated directly into processes to deliver specific actionable recommendations.

This has led to a shift in the analyst's role, from an insight provider to a decision-maker.

2. The AI is ready, but the data isn't.

AI is receiving significant investment, but the biggest hurdles are not the technology itself, but rather **the quality of the data and the business context** .

AI cannot fix poor-quality data. On the contrary, it can amplify the problem if the data is inconsistent or lacks structure.

Even when the data is ready, businesses still need clear definitions of KPIs, business logic, and usage context for AI to make reliable decisions.

3. The Rise of Agency Analytics

Currently, many businesses are still in the experimental phase of using AI as a 'copilot'. But the next step is **Agentic Analytics** , where AI agents automate the data analysis process.

New systems can proactively detect insights, automate data pipelines, and even generate reports before users request them.

This doesn't eliminate people, but rather shifts their roles to more strategic tasks.

4. Analytics is becoming conversational.

Another major change is how people interact with data. Instead of complex dashboards, users can ask questions using natural language.

Generative AI is helping analytics become more conversational, combining storytelling with visualization to make data easier to understand.

This opens up huge opportunities for human-centered analytics.

5. The new foundation of analytics: Data + Semantics + Trust

While AI receives a lot of attention, the real foundation lies in data architecture. The modern analytics model consists of four layers:

1. Data layer
2. Semantic layer
3. AI/Agents layer
4. Decision systems layer

If any of these layers are missing, AI will produce inconsistent or unreliable results.

Analytics is shifting from copilot to automated decision-making systems. But importantly, **humans remain at the center** .

AI can process data and generate insights, but humans are still needed to:

1. Identify the right problem.
2. Understanding the context
3. Strategic decision-making
4. Ensuring ethical considerations

Ultimately, the future of data and analytics is not about AI replacing humans, but about **AI and humans working together to make better decisions** .

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