

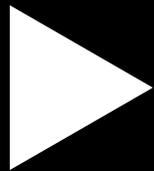


**Strategy**₿

The State of AI+BI  
Analytics Global  
2025 Survey

Europe

Start



# Executive Summary

In 2025, European organizations are shifting decisively from pilot projects to large-scale deployment of AI-powered analytics, even as leaders navigate an unpredictable economic climate and evolving compliance requirements. European enterprises are placing a strong emphasis on enabling non-technical staff to work with data, marking a notable contrast with other regions where data-expert workflows dominate. Mature adopters are integrating AI+BI into governance frameworks to ensure results are trusted across the organization.

Looking ahead, the focus is on scaling self-service, strengthening literacy programs, and building sovereign AI strategies. In the 2025 survey:

- 49% of European respondents cite cost savings as the top achieved or anticipated outcome from AI-powered analytics, followed closely by higher employee productivity.
- Customer satisfaction and faster decision-making/faster innovation are tied for third at 40%.
- Large enterprises (20,000+ employees) show 100% planned adoption for non-technical staff use cases within 12 months.
- 13% of organizations are already using AI to proactively drive decisions across the business.



**69%** of European organizations already report a positive business impact from AI-powered analytics



**35%** have automated at least one workflow for data experts



**43%** have deployed AI-powered analytics to help less technical staff answer data questions



**51%** have implemented corporate-wide data governance with a semantic data layer

## What sets leaders apart?

Leaders in Europe balance ambition with pragmatism, pairing innovation with strong governance. They focus on embedding AI+BI into everyday workflows while ensuring clear ownership of data assets. This disciplined approach enables consistent results while accelerating time to value.

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# Key Takeaways

AI-powered analytics adoption in Europe is entering a decisive scaling phase, with organizations moving quickly from departmental pilots to enterprise-wide deployment. This momentum is underpinned by a sharp focus on business outcomes, governance, and expanding access beyond technical specialists.

## Scaling is a Strategic Priority

Large organizations in Europe are united in plans to give non-technical staff AI-powered data access within 12 months.



## Governance Increases Trust

A majority have implemented a semantic data layer, addressing the top technical challenge of inconsistent answers.

## Early Outcomes Drive Investment

Organizations already reporting measurable cost savings and productivity gains are more likely to expand use cases, reinforcing the link between early wins and future budget approvals.



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# AI+BI Maturity

European organizations are advancing through multiple stages of AI+BI maturity, from departmental analytics to enterprise-wide governance. The transition is marked by growing adoption of advanced capabilities such as workflow automation, natural-language querying, and proactive AI.

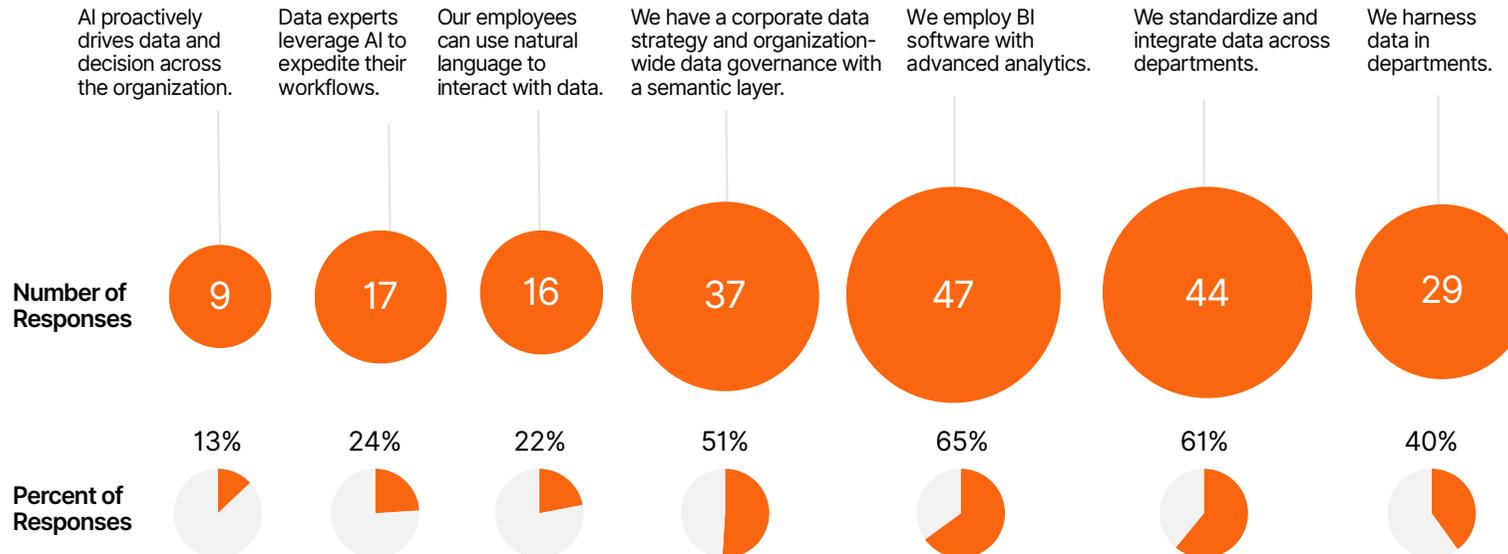
- Over half (51%) have implemented a **semantic data layer** to standardize results.
- Nearly one-quarter (24%) **automate complex data tasks** for technical teams.
- Adoption of **plain-language interfaces** is opening analytics to a wider audience.

## Data Foundation

A semantic layer acts as the “single source of truth” for enterprise data, enabling consistent definitions across departments and tools. In Europe, its adoption is directly correlated with higher trust in AI-powered analytics results

## Analytics Maturity Snapshot

European enterprises advance steadily toward mature AI+BI adoption



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# Motivators & Winners

In Europe, investment in AI-powered analytics is anchored in practical business drivers, with decision-making speed and operational efficiency leading the charge.

Organizations are looking beyond cost reduction to capture gains in customer satisfaction, risk mitigation, and innovation velocity. While motivations often overlap with global priorities, the European perspective is shaped by stricter regulatory environments and a stronger emphasis on governance.

Mature adopters view analytics not only as a tool for insight, but as an engine for cultural change, embedding data fluency into all levels of the workforce. Leaders align analytics initiatives directly with department objectives to maximize measurable impact.

## Top Motivators to Adopt AI-powered Analytics

What European companies expect to achieve with AI+BI:



Faster decision-making

49%



Improve operational efficiency

46%



Meet board and executive mandates

38%



Empower frontline workers

38%



Reduce costs

32%

## Why It Matters

As AI-powered analytics becomes more accessible, departments can act on insights in real time rather than waiting for centralized reporting. Over the next year, this alignment could accelerate Europe's shift to enterprise-wide AI+BI maturity.

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# Automation & Access

European organizations are advancing on two primary AI-powered analytics fronts: automation for technical experts and self-service for business users. This dual-track approach reflects the region's goal of balancing innovation speed with inclusivity.

**Automating expert workflows** streamlines repetitive work, allowing data teams to shift focus from dashboard creation to high-value analysis.

**Self-service tools** let business users ask questions directly, using natural language and auto-generated visuals to explore insights on demand.

## Pilots and adopters

Self-service analytics is gaining traction in Europe (responses in %)



### Use Case 1: Data Experts

For technical teams, AI+BI helps eliminate manual steps in the analytics pipeline—from data prep and wrangling to dashboard delivery. In 2025:

- **35%** have at least one AI-automated workflow in production
- while another **39%** are piloting AI+BI to automate data expert workflows.



### Use Case 2: Self-Service

By enabling natural language queries and guided visualizations, AI-powered analytics empowers frontline users to explore data without needing SQL or training.

- **43%** enable data access without relying on technical teams
- **29%** are piloting solutions that provide frontline teams with tools to ask questions in plain language.

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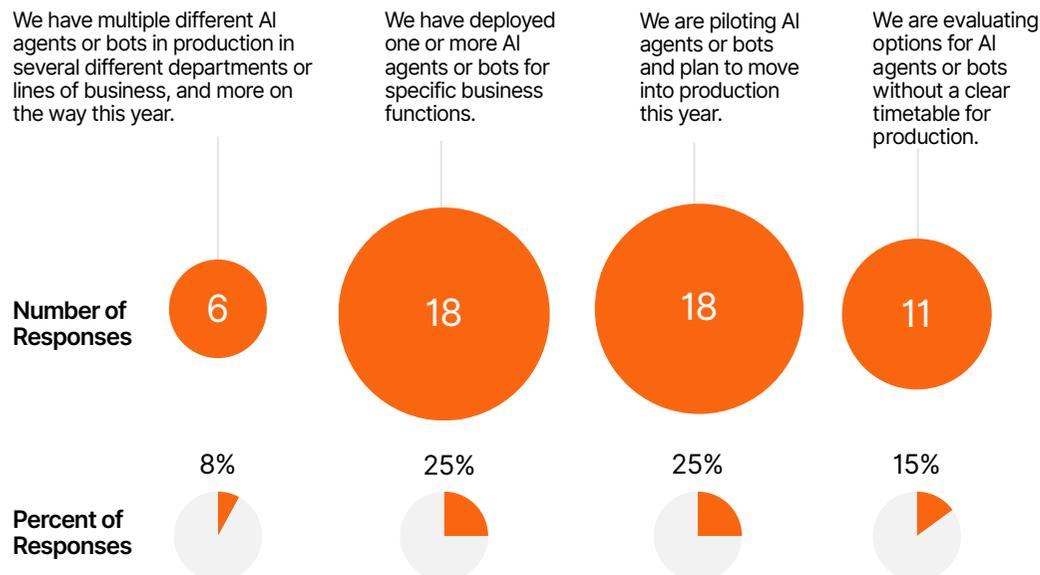
# Agents & Bots

AI+BI agents and bots are becoming a preferred delivery method for analytics across European enterprises. One-third of surveyed organizations already have them in production, with leading adopters deploying multiple bots across departments.

Use cases range from embedded insights in Office 365 to conversational AI that answers natural-language data questions. As organizations look to expand, agents and bots are poised to play a central role in making analytics truly ubiquitous.

## AI Agents in Use

One-third of European organizations deploy AI+BI agents today



## Embedded Insights

Embedding AI-powered analytics directly into everyday applications increases adoption by meeting employees where they already work.

For example, Strategy's HyperIntelligence can surface real-time customer or operational data within email, documents, or CRM systems.

This reduces context-switching and speeds decision-making across functions.

Early adopters report measurable productivity gains when insights appear instantly in the tools teams use daily.

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# Scaling Plans

European organizations are preparing to extend AI-powered analytics to far larger segments of their workforce, signaling a shift from specialist tools to everyday business infrastructure.

This expansion reflects both a desire for broader impact and confidence in the maturity of existing deployments.

- **Today:** Only 8% organizations in Europe provide interactive AI-powered analytics to more than 21% of employees.
- **12 Months Ahead:** Over a third aim to triple that coverage, reaching 21% or more of the workforce.

## Anticipated Wins

Top expected outcomes from AI-powered analytics in Europe:



Greater workforce productivity

46%



Improved customer experiences

40%



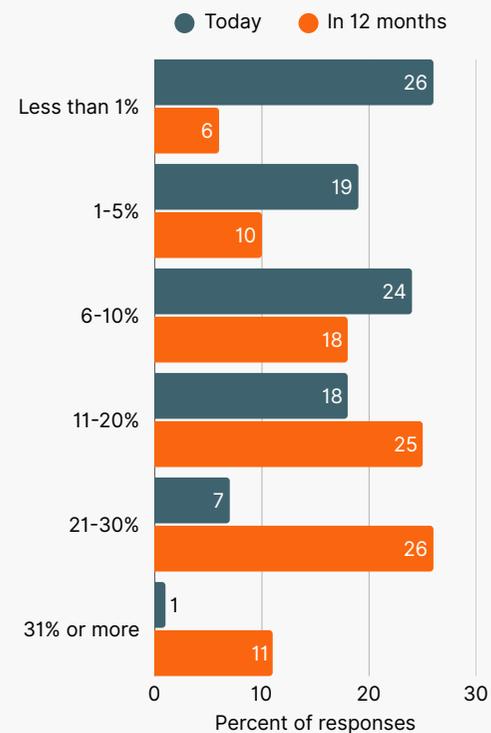
Faster innovation cycles

40%

By expanding access to more employees, leaders aim to embed analytics into day-to-day decision-making, while maintaining compliance, making it a natural part of the operational rhythm rather than a specialist activity.

## Anticipated Expansion

European enterprises plan sharp expansion of AI+BI access to more of their global workforce (percent of global workforces with access to AI+BI).



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# Challenges

As adoption grows, European organizations are confronting a mix of compliance, cost, and technical barriers. Concerns around meeting regulatory requirements top the list, reflecting the region's stringent data protection environment. These challenges are amplified when governance structures—such as a robust semantic data layer—are missing, leaving users with inconsistent answers and reduced trust in analytics outputs.



## Compliance Concerns

Meeting regulatory requirements remains a major hurdle for **57%**, on par with the global average of 52%).



## High Costs

**49%** report cost challenges, including high implementation expenses and unclear ROI (on par with the global figure).



## Inconsistent Answers

Inconsistent, incorrect answers and hallucinations remain a chief concern for **47%** of European organizations.

Addressing these issues will require stronger governance and better semantic data layers.



## Operational Hurdles

When asked about technical and operational points of friction:

**26%**

of European organizations cite lack of an internal AI+BI competency center, limiting their ability to scale adoption effectively.

**13%**

report vendor lock-in as a concern, but the challenge may grow as multi-cloud strategies evolve.

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# Pfizer: Empowering a SMART Global Workforce

Pfizer is a leading global biopharmaceutical company, operating 37 manufacturing sites and a distribution network spanning approximately 200 countries, serving millions of patients worldwide.

## Challenge & Solution

Pfizer set out to unify its analytics processes and reporting tools into a single, governed solution accessible to every market. By standardizing KPIs, streamlining reporting, and aligning definitions, the company aimed to accelerate decision-making and improve consistency.

Partnering with Strategy, Pfizer:

- Built SMART International, a unified analytics product delivering real-time, governed insights tens of thousands field representatives.
- Standardized KPI definitions and measurement processes globally, enabling consistent performance tracking.
- Automated reporting and embedded self-service analytics, reducing manual effort and accelerating decision-making.

“

*The value behind the Strategy platform is that it's all based on a governed semantic layer. It allows us to scale global reporting solutions across 27 markets, 6 business units, and thousands of customer-facing colleagues worldwide.*

**Joseph Simrany**, Director of Integrated Insights and Strategy, Pfizer

[Find out more >>](#)

## Impact

### Global Consistency

SMART apps and HyperIntelligence deliver uniform KPIs worldwide.

### Faster Decisions

AI-powered insights speed actions across teams and markets.

### Scalable Reach

Deployed across 27 markets and 6 business units, serving tens of thousands of employees.

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# Schwarz IT: Powering Global Retail with Deep Data Analytics

The Schwarz Group is a Germany-based multinational, family-owned retailer operating over 12,000 supermarkets, hypermarkets, and discount stores under the Lidl and Kaufland brands. Schwarz IT, its corporate technology team, delivers enterprise data solutions used by tens of thousands of colleagues.

## Challenge & Solution

Schwarz IT needed to unify reporting systems, modernize user experiences, and enable analytics access everywhere across its retail value chain to maintain its competitive advantage in a sector defined by tight margins. Using Strategy solutions, Schwarz unified disparate data sources into a single version of the truth across multiple global brands and diverse business units. Schwarz IT's enterprise analytics strategy and comprehensive solution suite enabled:

- Consolidated reporting into globally standardized metrics and common KPIs.
- Delivered mobile-friendly, cloud-powered analytics to users worldwide.
- Modernized apps and UX for faster, easier access to insights.
- Enabled self-service BI to empower decision-making across all levels.

“

*We have redefined the role of data and analytics for our business—it's now the absolute core for our strategy.*

**Torben Wolf**

Managing Director of Process Management Purchasing  
Kaufland International

[Find out more >>](#)

## Impact

### Global Standardization

One source of truth across 30+ countries and multiple brands

### Faster Decisions

Real-time access to trusted insights for tens of thousands of users

### Retail Excellence

Data-driven operations driving competitive pricing and category performance

30+

countries served with standardized, cloud-powered analytics across the Schwarz Group

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# Conclusion

AI-powered analytics in Europe is moving from experimentation to measurable business transformation. Regional leaders distinguish themselves by coupling innovation with disciplined governance, ensuring that expanded access does not compromise trust or compliance. As the technology matures, organizations that invest in literacy, embed analytics into daily workflows, and maintain vendor flexibility will be best positioned to navigate both economic uncertainty and rapid market shifts.

What distinguishes leaders:

- Align analytics strategy directly with department-level objectives to drive adoption.
- Maintain a strong semantic data layer to ensure consistent, trusted answers.
- Expand access strategically, combining self-service with targeted literacy training.
- Integrate AI+BI capabilities into existing business tools to boost usability and impact.

“*AI+BI is no longer an innovation experiment.  
It's a core business capability.*”

## What to Expect Next

In the next 12 months, European organizations will:

- Scale AI-powered analytics to a larger share of employees.
- Increase investment in automation for technical workflows.
- Expand natural-language and embedded analytics capabilities.
- Prioritize sovereign AI strategies to reduce dependency on single vendors.

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# Research Methodology

This report is based on the 2025 global survey on AI-powered analytics, conducted by an independent research firm, Dúnedain Research.

- **Survey size:** 235 organizations worldwide across 38 countries
- **European segment:** 72 organizations in 12 European countries (Austria, Belgium, Czech Republic, France, Germany, Italy, Poland, Portugal, Spain, Sweden, Switzerland, and Turkey)
- **Industry mix:** Retail (13%), banking (13%), technology (10%), plus transportation, manufacturing, healthcare, and others.
- **Organization size:** From under 500 to over 20,000 employees
- **Roles surveyed:** Data leaders, BI practitioners, and senior business stakeholders

Responses were anonymized and analyzed by geography to uncover adoption trends, motivators, outcomes, and obstacles unique to Europe. Following Brexit, we cover the UK in a separate regional report.

## About the Authors

This report was authored by the research team at Dúnedain Research, specialists in enterprise analytics, AI adoption, and data strategy. The lead analyst, Brett Sheppard, has over two decades of experience in business intelligence—including roles as a Gartner analyst and U.S. military data engineer. The team's work has appeared in publications by Gartner, GigaOM, and O'Reilly, and has been cited by outlets such as Businessweek, Wired, and Computerworld. Their mission is to provide actionable, data-driven insight to help organizations navigate the evolving analytics landscape.

Explore more insights from the Global Survey, including regional findings and industry-specific reports, at: [strategysoftware.com/survey](https://strategysoftware.com/survey)



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