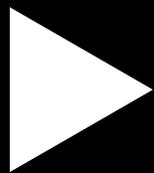


Strategy₿

The State of AI+BI Analytics Global 2025 Survey

United States

Start



Executive Summary

In 2025, US organisations are moving rapidly from pilot AI-powered analytics projects to production deployments that deliver measurable results. This momentum is driven by the pursuit of productivity gains, cost savings, and improved customer satisfaction in a competitive market. The US market shows a balanced focus on both technical and non-technical use cases, with strong progress in automation for data experts and expanded access for broader employee groups. Mature adopters are coupling advanced capabilities with governance frameworks to ensure consistent, trusted insights.

Over the coming year, emphasis will be on scaling proven use cases, building AI literacy across the workforce, and adopting multi-cloud and sovereign AI strategies to maintain flexibility. In the 2025 survey:

- For 56% of organizations, the biggest AI+BI payoff is **higher employee productivity**.
- Half say they're realizing significant **cost savings**.
- Nearly 46% have seen **customer satisfaction** climb.
- About 43% are moving the needle on **faster decision-making, quicker innovation**, and stronger competitive advantage.



55% report positive business impact from their AI+BI investment



53% have automated at least one workflow for data experts, significantly above the global average of 42.5%



51% have deployed AI+BI to help less technical staff answer data questions



48% have implemented corporate-wide governance with a semantic data layer

What sets leaders apart?

US leaders focus on high-return use cases, embedding governance into functional teams to ensure accuracy and accelerate adoption.

This approach ensures AI+BI investments are both impactful and sustainable.

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Key Takeaways

US organisations are deploying AI-powered analytics with a focus on productivity, cost control, and governance. Targeted use-case selection is enabling measurable returns and faster scaling.

Productivity is the Prime Outcome

Over half cite employee productivity as their top result, ahead of cost savings.



Technical and Business Adoption

Adoption rates for automation and self-service are nearly equal.

Governance in Operations

Nearly half have implemented a semantic data layer, ensuring trust and consistency.



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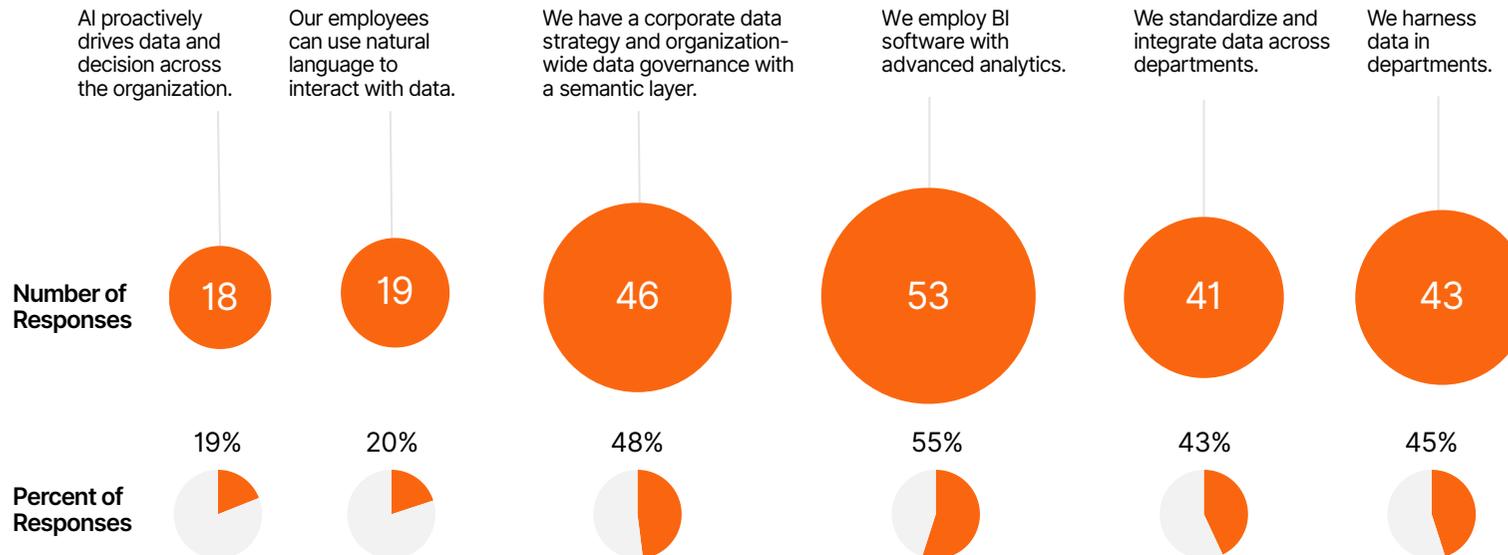
AI+BI Maturity

US organizations are moving from departmental analytics toward enterprise-wide governance and advanced capabilities, including proactive AI. This deliberate approach balances innovation with strong foundations.

- **48%** have implemented corporate-wide governance, with standardized definitions and metrics across departments.
- **26%** are using AI to automate expert workflows, streamlining technical processes.
- **19%** are early adopters testing proactive AI that can initiate actions without prompts.

Analytics Maturity Snapshot

US enterprises advance with balanced technical and governance focus



Data Foundation

A semantic layer ensures consistent, trusted answers to data questions across the organization. In the US, its adoption is strongly linked to measurable business impact.

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Motivators & Winners

In the US, AI-powered analytics adoption is driven by a combination of operational, financial, and strategic goals. Enhancing operational efficiency leads the list, followed closely by improving decision-making and reducing costs.

Competitive advantage and customer satisfaction are also important motivators, with leaders using AI+BI to outperform peers in speed and service.

Many organizations tie these motivators directly to departmental KPIs to ensure accountability and ROI. This outcome-driven approach is helping accelerate adoption across industries.

Top Motivators to Adopt AI-powered Analytics

Efficiency, decision-making, and cost reduction lead US priorities



Enhance operational efficiency

54%



Improve decision-making

53%



Reduce costs

52%



Gain competitive advantage

43%

Why It Matters

Clear motivators help US organisations target AI+BI investments where they will have the greatest impact. By aligning with high-priority functions, they can quickly demonstrate ROI and secure support for scaling.

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Automation & Access

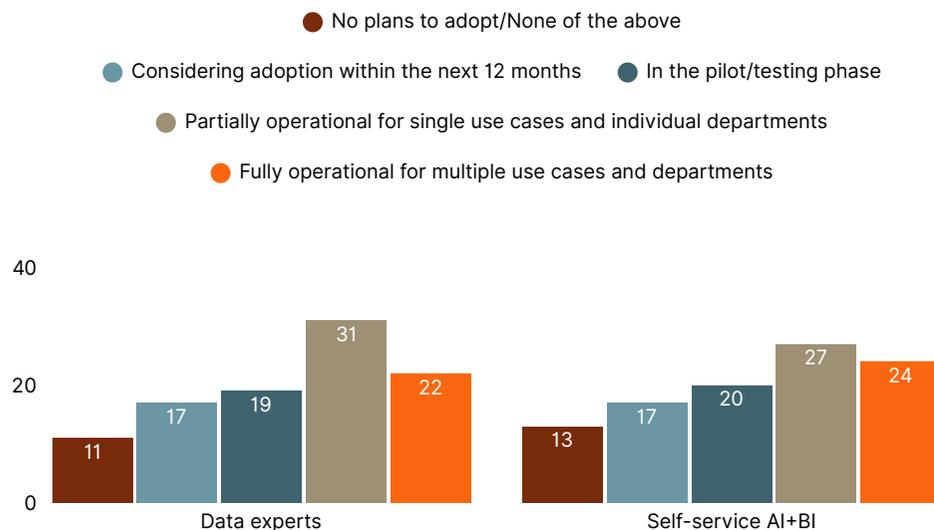
US organizations are advancing both automation for technical experts and self-service for non-technical staff. This balanced approach ensures benefits reach all areas of the business.

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

Automation and self-service adoption nearly equal in US (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:

- **53%** have at least one AI-automated workflow in production
- while another **19%** 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.

- **51%** enable data access without relying on technical teams
- **20%** are piloting solutions that provide frontline teams with tools to ask questions in plain language.

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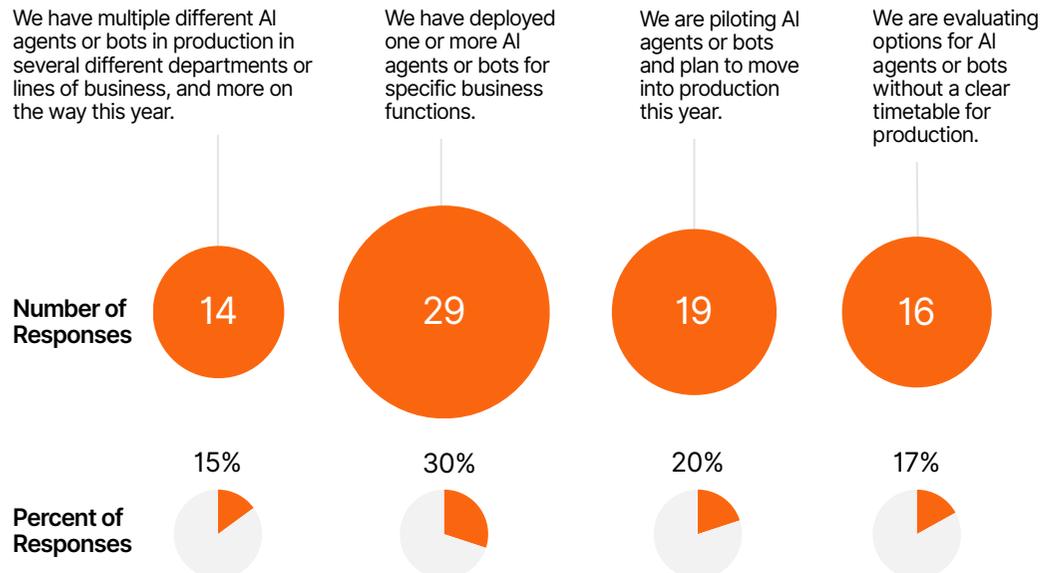
Agents & Bots

AI+BI agents and bots are becoming a key delivery channel for analytics in US enterprises. Thirty percent have agents in production, and another 15% have multiple agents running across departments.

Use cases range from sales enablement and risk analysis to customer service automation, often integrated directly into everyday tools. As these solutions mature, they are reducing the time from data to decision significantly.

AI Agents in Use

US enterprises expand AI+BI agents across functions



Embedded Insights

Embedding analytics into familiar applications such as Office 365 or CRM systems improves adoption.

Agentic AI autonomously executes complex functions while staff are trained to manage and optimise these systems. This reduces context-switching and makes insights immediately actionable.

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

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Scaling Plans

US organizations plan to expand AI-powered analytics far beyond current coverage, making insights available to a greater share of employees. This expansion reflects both growing confidence in the value and maturity of the technology.

Today: Nine organizations provide analytics access to over 31% of employees.

12 Months Ahead: 24% plan to reach that level, more than doubling adoption.

Anticipated Wins

Top expected outcomes from AI-powered analytics in the US:



Greater workforce productivity

56%



Reduced operational costs

50%



Improved decision-making

43%

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

US enterprises plan to more than double analytics reach to more of their global workforce (% of global workforces with access to AI+BI).

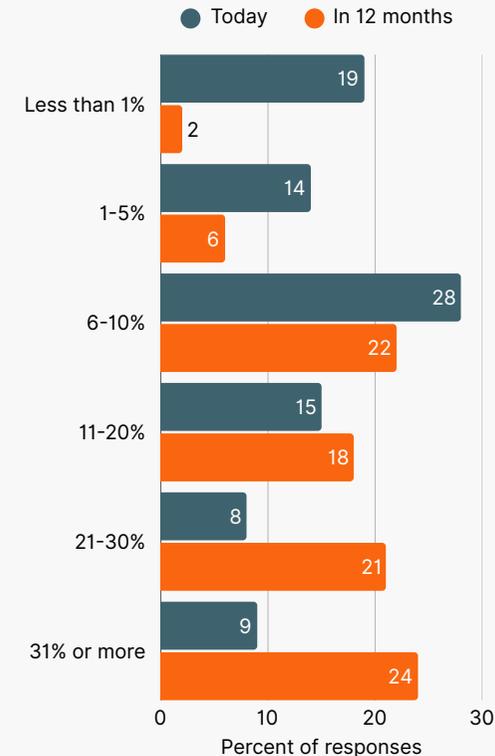


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Challenges

Scaling AI-powered analytics in the US is challenged by compliance requirements, capability confusion, and integration issues. Regulatory demands remain the most cited barrier, followed by misunderstanding AI+BI versus GenAI capabilities.

Technical obstacles such as inconsistent answers and the lack of governance frameworks further slow adoption.



Compliance Concerns

Meeting regulatory and policy requirements are top of mind for **52%** of respondents.



Confusion with GenAI

Concerns around AI hallucinations and differentiating between AI-powered analytics and general purpose GenAI is slowing adoption for **43%** of organizations.



Integration Gaps

Limited interoperability hinders seamless analytics for **40%** of organizations.

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



Operational Hurdles

When asked about technical and operational points of friction:

45%

of US organizations report inconsistent answers as a major operational hurdle, highlighting the need for a strong semantic data layer.

35%

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

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Hilton: Unifying Data to Elevate Guest Experiences Worldwide

Hilton is a global hospitality leader serving millions of guests annually at over 8,500 properties worldwide. They are renowned for offering innovative, customer-centric experiences across their property portfolio that build brand loyalty.

Challenge & Solution

Hilton consolidated data across dozens of sources and legacy reporting systems to help team members consistently deliver exceptional guest experiences around the globe. Hilton partnered with Strategy to democratize access to customer preferences and critical insights across corporate, property, and global teams, and remove roadblocks caused by data siloes—accelerating decisions that address customer needs in real-time. Hilton implemented the Hilton Reporting Hub to enable:

- A single, governed source of truth for enterprise-wide reporting.
- Custom dashboards and performance-optimized analytics for all user levels.
- Real-time insight delivery for faster operational and strategic decisions.
- Data democratization to empower business users with self-service access.

“

Strategy was foundational in our ability to democratize our data and give our business users the ability to understand how we're performing.

Becky Polebaum

Vice President of Enterprise & Customer Analytics, Hilton

[Find out more >>](#)

Impact

Faster Decisions

Accelerated onsite services and operational adjustments based on real-time insights

Consistent Insights

Eliminated redundant systems to ensure accurate, governed reporting worldwide

Enhanced Guest Experiences

Personalized stay offerings like preferred room selection, and rapid response times to deliver custom services during crises

20K

hotel room nights donated to families impacted by the 2025 LA wildfires—coordinated using real-time insights from the Hilton Reporting Hub

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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.

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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“

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 >>](#)

Conclusion

AI-powered analytics in the US is evolving from pilot projects to enterprise-wide deployments that deliver measurable gains. Leaders focus on high-ROI use cases, embed governance into operations, and maintain a strong link between analytics and business priorities. Organizations that expand access, invest in AI literacy, and integrate analytics into daily workflows will be best positioned for sustained success.

What distinguishes leaders:

- They prioritize high-impact use cases with clear ROI
- Maintain a robust semantic data layer for trusted results
- Expand access alongside targeted training to build competency
- Integrate analytics into existing tools for greater adoption.

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

What to Expect Next

In the next 12 months, US organizations will:

- Expand analytics access across the workforce
- Advance automation for technical and non-technical teams
- Increase adoption of AI+BI agents and embedded analytics
- Strengthen governance and competency centres to support scaling.

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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
- **US segment:** 96 organizations
- **US industry mix:** Technology (15), manufacturing (8), education (7), and others
- **Organization size:** From under 500 to over 20,000 employees
- **Roles surveyed:** Data leaders, BI practitioners, and senior business stakeholders

Each respondent answered on behalf of their organization. Responses were anonymized and analyzed to uncover adoption trends, motivators, outcomes, and obstacles.

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



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