

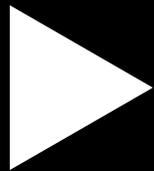


Strategy£

The State of AI+BI Analytics Global 2025 Survey

United Kingdom

Start



Executive Summary

In 2025, UK organisations are moving from AI-powered analytics pilots to production-level deployments that deliver measurable results in decision-making, customer service, and operational efficiency. This momentum is driven by a need for faster insights, competitive advantage, and improved service quality in a dynamic market.

Mature adopters are pairing expansion with strong governance, tackling data consistency challenges and enabling self-service access for a wider share of employees. Leaders such as Sainsbury's and Virgin Media O2 are demonstrating the impact of AI+BI and democratising data across tens of thousands of staff. Over the next year, the focus will be on scaling successes, strengthening literacy programmes, and adopting sovereign AI strategies that balance innovation with compliance.

- **Faster decision-making** stands out as a top AI+BI outcome, cited by 69%—well above the global average of 48%.
- Improved **customer service** is a major benefit, reported by another 69% of organizations, compared to 47% worldwide.
- 62% see gains in **competitive advantage and operational efficiency**, surpassing the global average of 43%.
- **Proactive AI** is on the radar for 31% of organizations, nearly double the 16% adoption rate seen globally.



Over **54%** report a moderate or significant positive impact from AI+BI on business performance and decision-making



32% have already automated at least one workflow for data experts, improving speed and accuracy



30% have deployed AI+BI to help less technical staff answer data questions



46% have implemented corporate-wide governance with a semantic data layer

What sets leaders apart?

UK leaders link AI+BI initiatives directly to high-value business outcomes. They invest in governance frameworks that protect data quality while enabling wide-scale access, building both trust and momentum for further adoption.

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Key Takeaways

UK organisations are adopting AI-powered analytics with a clear focus on decision speed, service quality, and competitive advantage. Governance and early experimentation with proactive AI are laying the groundwork for broader adoption.

Customer and Decision Speed

Two-thirds name faster decision-making and better customer service as top outcomes.



Governance Enables Scale

Nearly half have a semantic data layer in place, addressing inconsistent answers and boosting trust.

Proactive AI on the Horizon

A third are testing AI that can initiate actions without user prompts, signalling readiness for next-generation capabilities.

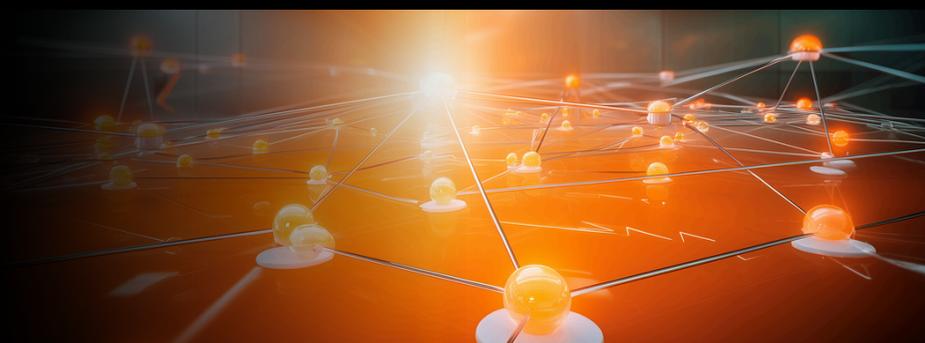


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AI+BI Maturity

UK organisations are progressing from departmental analytics to enterprise governance while adopting advanced features such as natural-language querying and proactive AI. This approach balances trust-building with innovation.

- Nearly half (**46%**) have achieved corporate-wide governance by standardizing results with a semantic data layer.
- **39%** have automated at least one workflow for technical teams.
- Plain-language interfaces are expanding analytics access, with **31%** using natural-language queries.

Data Foundation

A semantic layer provides a single source of truth, ensuring consistent metrics across the organisation. UK adopters see it as essential for scaling AI+BI with confidence.

Analytics Maturity Snapshot

UK enterprises combine governance with emerging AI capabilities

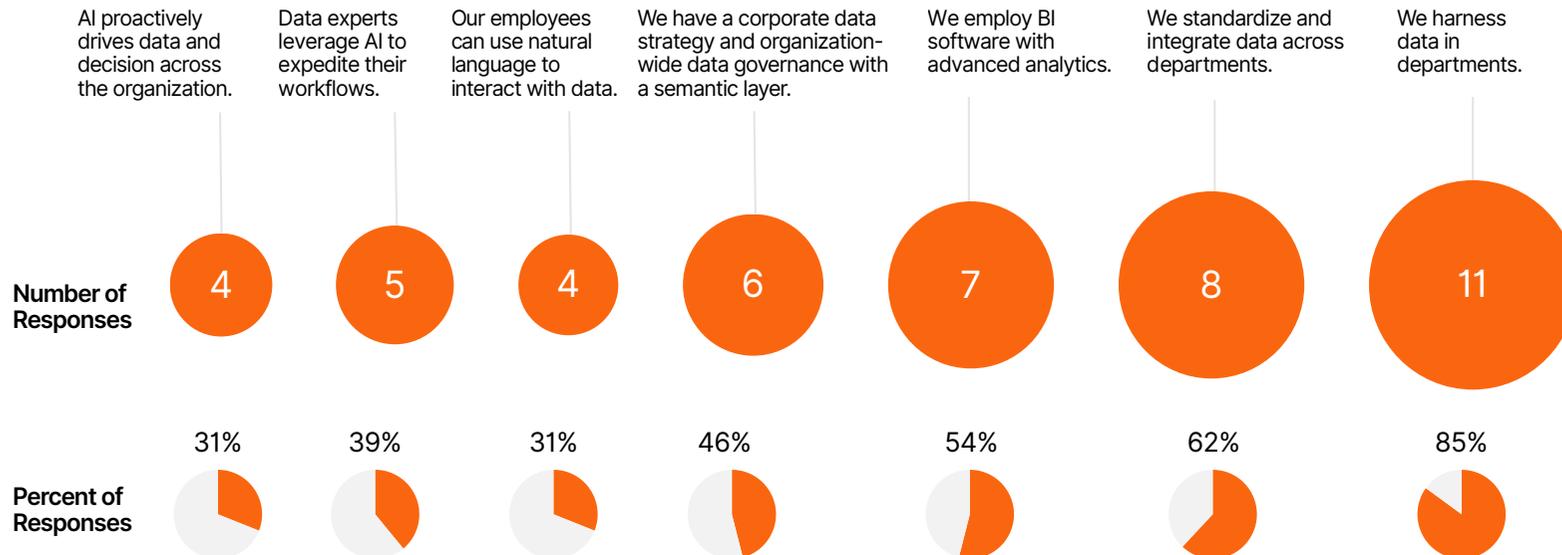


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Motivators & Winners

In the UK, AI-powered analytics programmes are fuelled by a mix of service quality, speed, and strategic positioning. Improving operational efficiency and decision-making lead the list, each cited by 62% of respondents.

Competitive advantage and customer service are recurring themes, with leaders using AI+BI to personalise offerings and respond quickly to market changes. Board-level mandates in some organisations reflect top-down support for adoption.

Successful programmes connect motivators directly to measurable outcomes, ensuring investments deliver tangible value.

Why It Matters

Clear motivators help UK organisations focus AI+BI investments where they will have the greatest impact.

Aligning with departmental needs—from marketing to customer support—ensures analytics translate into measurable wins. This clarity sustains momentum and supports future scaling.

Top Motivators to Adopt AI-powered Analytics

Efficiency and decision-making lead UK AI+BI drivers



Enhance operational efficiency

62%



Improve decision-making

62%



Gain competitive advantage

54%



Improve customer service

39%



Fulfill board or executive mandate

38%

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Automation & Access

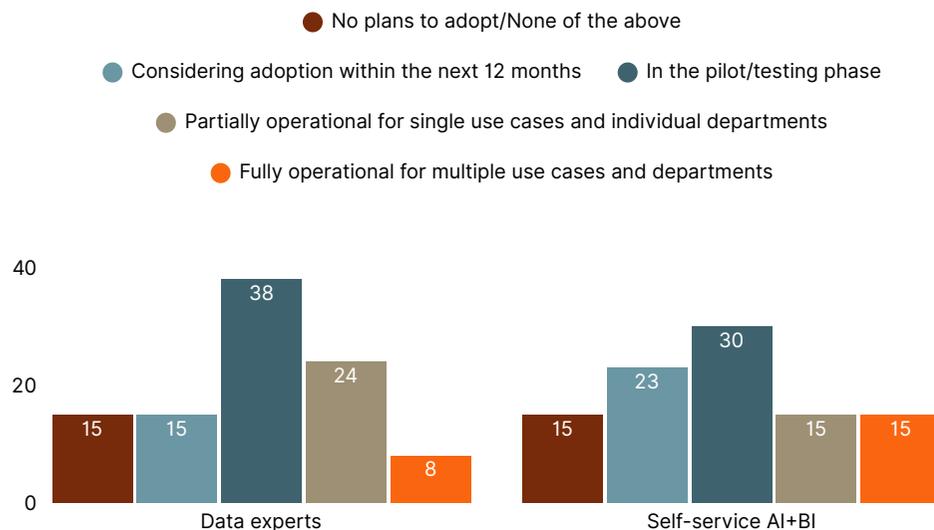
UK organisations are advancing on two fronts: automating workflows for technical experts and enabling self-service for non-technical staff. Automation currently holds a slight adoption lead.

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 adoption slightly ahead of self-service in UK (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:

- **32%** have at least one AI-automated workflow in production
- while another **38%** are piloting AI+BI to automate data expert workflows.



Use Case 2: Self-Service

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

- **30%** enable data access without relying on technical teams
- **30%** 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 gaining ground as a way to integrate analytics into daily work. Over a third (38%) of UK organisations have them in production, with leading adopters (8%) deploying multiple AI agents and bots across departments.

Globally, 10% (24 organisations) of the 235 surveyed enterprises, governments, and nonprofits in 38 countries have reached the stage of deploying multiple AI agents.

Use cases span risk management, compliance reporting, and operational dashboards accessible via natural-language queries. These tools are expected to become a central channel for delivering real-time insights without requiring users to navigate standalone BI systems.

AI Agents in Use

One-third of UK organisations use AI+BI agents today

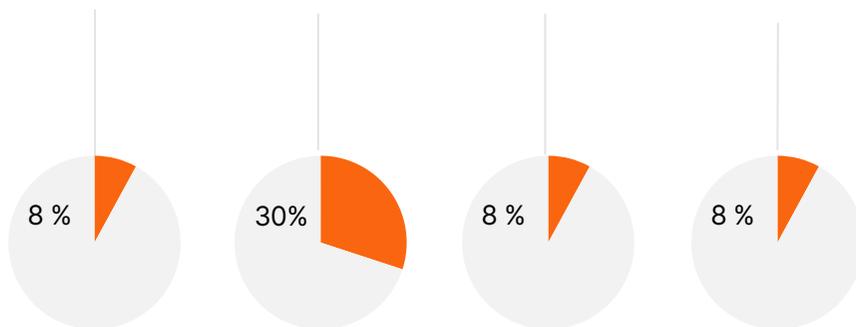
We have multiple different AI agents or bots in production in several different departments or lines of business, and more on the way this year.

We have deployed one or more AI agents or bots for specific business functions.

We are piloting AI agents or bots and plan to move into production this year.

We are evaluating options for AI agents or bots without a clear timetable for production.

Percent of Responses



Embedded Insights

Embedding analytics in familiar applications such as Office 365 or CRM tools removes friction and increases adoption.

Virgin Media O2, for example, uses bots to cut risk reporting from hours to minutes while improving data quality. This approach reduces context switching and makes insights instantly actionable.

Early adopters see higher engagement when analytics are part of natural workflows.

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Scaling Plans

UK organisations are preparing to expand AI-powered analytics to larger portions of their workforce. This reflects growing confidence in usability and the value of trusted, accessible data.

Today: Only 30% UK organisations provide interactive AI-powered analytics to over 21% of employees.

12 Months Ahead: 62% plan to surpass that threshold, with the majority of that group targeting 31% or more.

Anticipated Wins

UK organisations set sights on broader AI+BI access



Improved customer service

54%



Faster decision-making

54%



Greater workforce productivity

46%

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

UK enterprises plan to more than double analytics reach for the percent of their global workforce with access to AI+BI.

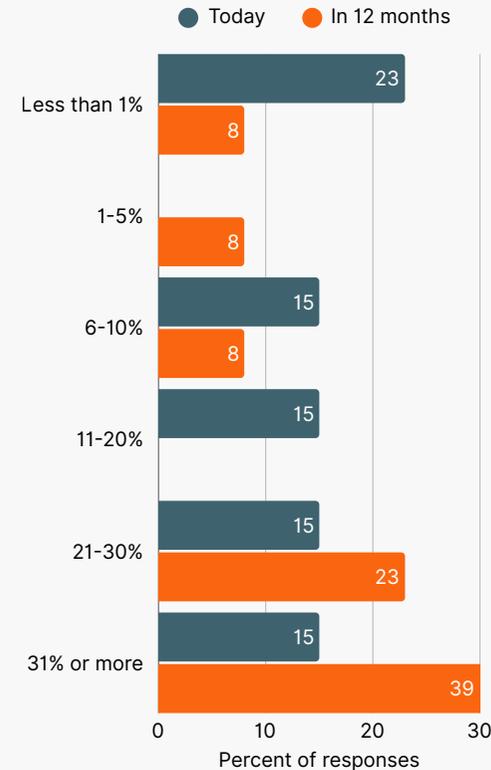


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Challenges

Scaling AI-powered analytics in the UK is challenged by compliance demands, governance gaps, and cost concerns. Regulatory obligations and the lack of a corporate data strategy are the most frequently cited barriers.

Integration gaps and inconsistent answers further slow progress.



Compliance Concerns

Meeting regulatory and policy requirements are top of mind for **62%** of respondents.



Lack of Corporate Data Strategy

Missing governance frameworks hinder data quality, which poses a major concern for **46%** of organisations.



Cost Concerns

46% report cost challenges, including high implementation expenses and unclear ROI.

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



Operational Hurdles

When asked about technical and operational points of friction:

54%

of OK organisations face integration issues preventing seamless analytics embedding.

46%

cite inconsistent, incorrect answers, limiting their ability to scale adoption effectively.

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Sainsbury's: Unlocking Data for 12,000+ In-Store Staff

Sainsbury's is one of the UK's leading retailers, operating over 600 supermarkets and more than 850 convenience stores across the UK, as well as digital channels, serving millions of customers every week.

Challenge & Solution

Sainsbury's set out to create a unified, enterprise-wide data foundation that delivers trusted, timely insights to colleagues throughout the organisation. This seamless approach empowers faster decision-making and provides valuable information directly to the store floor.

By partnering with Strategy, Sainsbury's:

- Centralised its data and analytics delivery on Strategy as its unified platform.
- Built 30+ applications delivering best-in-class insights to 12,000+ colleagues.
- Automated manual reports, saving hundreds of thousands of hours annually.
- Enabled smarter decision-making at every level, across the organisation.



To achieve our goals, we knew it was really important to have a single source of truth. For that reason, we selected Strategy as our tool of choice.

Oliver Renault
Head of Analytics, Sainsbury's
[Find out more >>](#)

Impact

Democratized Data Access

Trusted data delivered into the hands of 12,000+ colleagues company-wide.

Accelerated Decisions

Real-time insights drive competitive pricing strategies and adaptive services to enhance the in-store customer experience.

Operational Agility

Quickly adapted inventory, promotional, and operational strategies to changing market conditions using trusted data.

10K hours

saved annually by just 1 in-store solution that automated previously manual reports

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Virgin Media O2: Accelerated Risk Management with Gen AI

Virgin Media O2 is a leading telecommunications provider across the UK. Part of the Telefónica and Liberty Global family, VMO2 delivers broadband, mobile, TV, and home phone services to millions of customers nationwide.

Challenge & Solution

Virgin Media O2 set out to enhance efficiency and accuracy in risk management by streamlining manual reporting and quality assurance processes.

Leveraging its mature data foundation with Strategy, the company rapidly developed and deployed an AI-powered Risk Insights Bot that enables:

- Automated risk reporting in minutes instead of hours.
- AI-driven quality assurance checks to identify gaps and overdue updates.
- Natural language interaction for easier access to governed data.
- Rapid deployment and tuning in partnership with Strategy experts.



I can ask questions, refine my answers, and get the right report outputs in under 10 minutes with our Risk Insights Bot. The efficiency impacts are huge.

Sohaib Ejaz

Enterprise-Wide Risk Advisor, Group Risk Management,
Virgin Media O2

[Find out more >>](#)

Impact

Rapid Deployment

Custom Risk Insights Bot built, tuned, and live in production in just weeks.

Improved Data Quality

Automated quality assurance processes ensure risks are properly categorized and updated.

Smarter Analyses

Accelerated ad-hoc insight generation to enhance management for hundreds of risks across divisions.

10 min

average time to produce a comprehensive AI-powered risk report, reduced from over 4 hours previously

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Conclusion

AI-powered analytics in the UK is evolving from pilot projects to enterprise-scale deployments with measurable outcomes. Leaders pair innovation with governance, ensuring data quality, compliance, and accessibility without sacrificing agility. As adoption matures, aligning analytics with business priorities, investing in literacy, and embedding capabilities into core workflows will yield the strongest returns.

What distinguishes leaders:

- They link AI+BI directly to strategic goals such as customer service and decision speed.
- Implement a robust semantic data layer for accuracy and trust.
- Expand access alongside targeted training to build organisation-wide competency.
- Integrate analytics into existing business tools to maximise adoption.

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

What to Expect Next

In the next 12 months, UK organisations will:

- Broaden AI-powered analytics access to more employees.
- Advance automation for technical and non-technical workflows.
- Expand natural-language and embedded analytics adoption.
- Strengthen governance to meet compliance and data quality standards.

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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, including 13 in the UK
- **Industry mix:** Consulting, retail, technology, manufacturing, hospitality, education, 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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