ThoughtSpot®

How to leverage GenAI for data and analytics

A recent MIT SMR Connections survey found that 67% of leaders using GenAI have an analytics use case. Based on a thorough assessment of the "Early Adopter" profile outlined in that report, here are the five essential steps for successful GenAI use case development and implementation:

MIT SMR CONNECTIONS

01
Set clear objectives
Use the Early Adopter's reports on GenAI's perceived benefits and ROI to help you identify potential use cases and benchmark projected outcomes. During the initial phases of your exploration, select GenAI implementations most aligned with your business's strategic goals. To ensure success, your data and BI objectives must align with that overarching business strategy.

02
Build ubiquitous buy-in
Change management doesn't happen overnight. Once you've established goals for your GenAI use case, share your benchmarks with your data team, relevant business partners, and executives. This will help in two major ways: First, it will help you better align with the goals of the business and relevant stakeholders. Secondly, it will fuel excitement and build buy-in.

03
Create a workback plan
Now that key stakeholders share your vision of success, build a task force with a delegate from each relevant area across the business. Together, collaborate to define the methods that ladder into your outlined goals and objectives. Be sure to reference the challenges section of the MIT report, and build in tactics to help you avoid potential pitfalls.

04
Select verified solutions
Use the plan you've built as evaluation criteria for establishing key GenAI functionality and skillsets, assessing existing resources, and determining if you need to source external technology or resources. Supplement any vendor claims with analyst recommendations, like the Gartner Magic Quadrant and G2. And conduct your own hands-on research via case studies, demos, and free trials.

05
Reinforce your data culture
Use MIT SMR Connections's survey questions as a template to conduct your own internal research. You can leverage the results to quantify the true value of GenAI in your business or to reinvigorate future use-case planning and strategy development. Be sure to highlight the success of "Early Adopters." This will spark curiosity among the "Planners" in your organization.

See how ThoughtSpot AI-Powered Analytics can drive impact in your business.

Schedule a demo