

The Evolution of Data Analytics with AI

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Abstract: AI integration into the data analytics field has revolutionized this discipline. It replaced the older manual processing, statistical methods, and rule-based systems. But machine learning, natural language processing, and automation brought AI into data collection, analysis, and interpretation. It helps increase efficiency through the cleaning of data through automation, generating predictive insights that previously were unknown, and bringing patterns that no one had known before to the forefront. With tools such as Google Analytics, SQL, Python, Power BI, Tableau, and MS Excel now applying AI to speed up decision-making and increase precision, data analytics has moved on from descriptive and diagnostic approaches towards predictive and prescriptive analytics to make real-time decisions with very little human interaction. This paper looks at the history of evolution, key AI-driven innovations, and the impact that AI is expected to bring to data analytics in the future.



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