

whiz Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity Instructions

[Home](#) » [whiz](#) » whiz Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity Instructions 

Contents

- 1 whiz Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity
- 2 Product Information
- 3 Product Usage Instructions
- 4 INTRODUCTION
 - 4.1 Generative AI for Life
- 5 Augmentation of Analytics Workflow
- 6 Documents / Resources
 - 6.1 References
- 7 Related Posts



whiz Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity



Product Information

The WhizAI platform is an augmented analytics tool developed specifically for the life sciences industry. It combines generative AI with domain expertise to deliver contextual insights, empowering users to make better, smarter, and faster decisions at a significantly lower total cost of ownership (TCO). The platform is pre-trained with life sciences data, ensuring unparalleled user experience and accuracy in delivering insights.

Specifications

- Platform: WhizAI
- Industry: Life Sciences
- Analytics Type: Augmented Analytics
- AI Technology: Generative AI
- Domain Expertise: Life Sciences
- Data Assets: Pre-trained with life sciences data

Product Usage Instructions

Accessing the WhizAI Platform

To access the WhizAI platform, follow these steps:

1. Visit the website www.whiz.ai.
2. Click on the “Login” button located at the top right corner of the page.
3. Enter your credentials (username and password) to log in to your account.

Navigating the WhizAI Platform

Once you are logged in to the WhizAI platform, you can navigate through the various features and functionalities using the following instructions:

- Dashboard: The dashboard provides an overview of your analytics and insights. It displays relevant charts, graphs, and reports.
- Data Exploration: Use the data exploration feature to dive deeper into your life sciences data. You can filter, sort, and visualize the data to gain valuable insights.

- **Insight Generation:** WhizAI's generative AI capabilities automatically generate insights based on the analyzed data. These insights are contextual and relevant to the life sciences domain.
- **Collaboration:** Collaborate with team members by sharing insights, reports, and annotations within the platform. Enhance teamwork and decision-making processes.

Generating Analytics and Insights

To generate analytics and insights using the WhizAI platform, follow these steps:

1. Select the desired dataset or data source from the available options.
2. Apply filters and criteria to refine the data for analysis.
3. Choose the appropriate analytics techniques and models for generating insights.
4. Review the generated insights and explore visualizations to gain a comprehensive understanding of the data.

Customizing Analytics and Reports

The WhizAI platform allows you to customize analytics and reports according to your specific requirements. Follow these steps:

1. Select the desired analytics or report template.
2. Modify the parameters, metrics, and visualizations to align with your needs.
3. Save the customized analytics or report for future use or sharing with colleagues.

Frequently Asked Questions (FAQ)

Q1: What is WhizAI?

A1: WhizAI is an augmented analytics platform developed specifically for the life sciences industry. It combines generative AI with domain expertise to deliver contextual insights, enabling better decision-making at a lower cost.

Q2: How can I access the WhizAI platform?

A2: To access the WhizAI platform, visit the website www.whiz.ai and log in using your credentials.

Q3: Can I customize the analytics and reports in WhizAI?

A3: Yes, WhizAI allows you to customize analytics and reports according to your specific requirements. You can modify parameters, metrics, and visualizations to align with your needs.

Q4: How accurate are the insights generated by WhizAI?

A4: The insights generated by WhizAI are highly accurate as the platform is pre-trained with life sciences data and combines generative AI with domain expertise.

Q5: Can I collaborate with my team using WhizAI?

A5: Yes, you can collaborate with your team using WhizAI. The platform allows you to share insights, reports, and annotations within the platform, enhancing teamwork and decision-making processes.

Gartner® Market Guide™ for Augmented Analytics Focuses on the Impact of Generative AI and Domain-Specificity

INTRODUCTION

WhizAI is recognized among Representative Vendors in Augmented Analytics but stands apart as the only platform developed for life sciences.

In the 2023 Market Guide™ for Augmented Analytics, Gartner® reports that augmented analytics has become a key enabler of collaboration across organizations, giving business users in a range of roles easy access to information and insights. The report also points out that generative AI has accelerated interest in analytics, demonstrating how easy it can be for users without data science and IT expertise to receive the information they need just by typing a question.

Interestingly, however, Gartner states in the report, “In the augmented analytics market, simply being able to generate an automated insight for a user is already no longer enough to win over customers.

The contextualization and relevance of such insights within a domain-specific workflow have become the battleground for augmented analytics capabilities.”

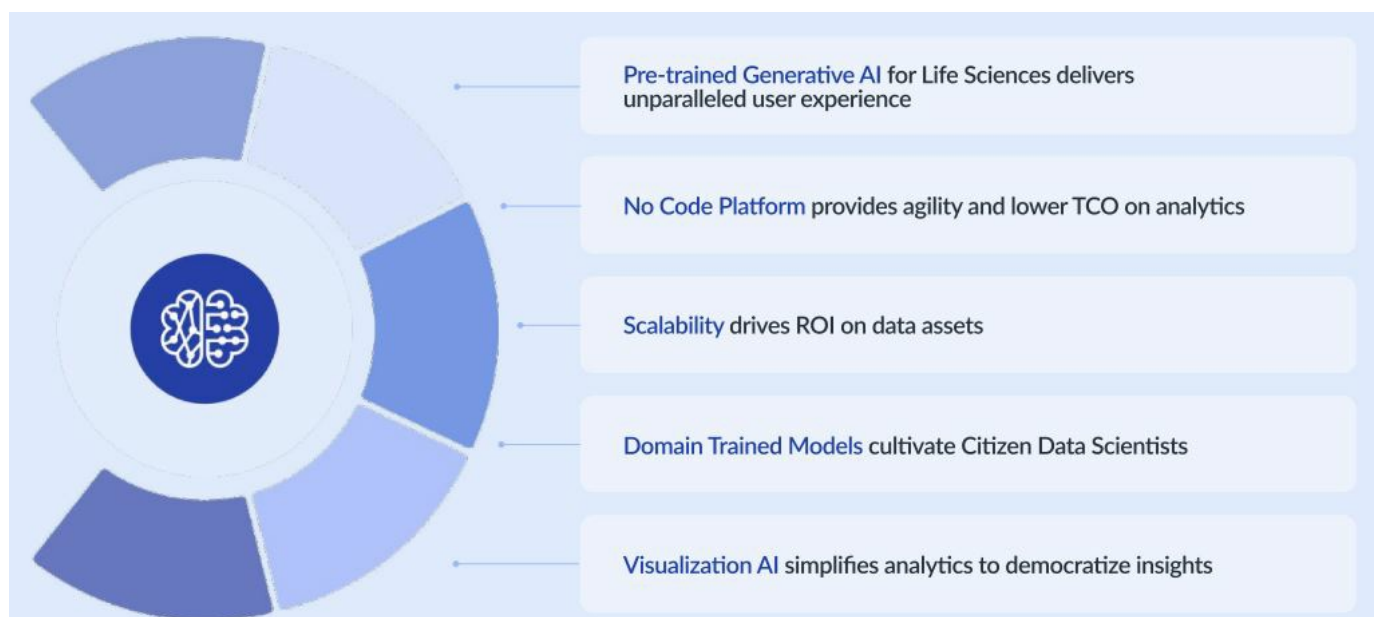
WhizAI, listed as a Representative Augmented Analytics Vendor in the market guide, has recognized the importance of domain-specificity and has delivered an augmented analytics platform pre-trained with life sciences data for the past five years.

WhizAI, also mentioned as a sample vendor in the Gartner 2023 Hype Cycle for Life Sciences Commercial Operations, combines generative AI with domain expertise to deliver contextual insights, accurately and reliably.

Generative AI for Life

Sciences Analytics

Better, smarter and faster decisions at significantly lower TCO, thanks to contextual, AI-powered analytics. Give everyone the power of actionable insights with our domain trained analytics platform.



Gartner's timeline for Augmented Analytics across all industries

Today:

- Only 29% of employees use analytics and business intelligence (ABI). Traditional dashboard solutions and reports are a barrier to widespread adoption, requiring expertise and lengthy time to insights – often weeks or months for a new analysis.

By 2025:

- ABI adoption will exceed 50% for the first time, driven by augmented consumer platforms.
- Data stories will emerge as the most popular way of consuming analytics, and augmented analytics techniques will generate three-fourths of data stories.
- Context-driven models will replace 60% of existing ABI models.

By 2026:

- Half of organizations will evaluate ABI and data science and machine learning (DSML) platforms as a single solution due to market convergence.
- 30% of organizations will adopt metadata practices to pave the way for automation, faster insight discovery, and recommendations.

Despite an 87% increase in the number of employees using Augmented Business Intelligence (ABI) in surveyed organizations, ABI is still only utilized by an average of 29% of employees. For over two decades, visual-exploration-based dashboards and reports have been the primary means for users to monitor and explore data. However, curated, predefined dashboards will increasingly be supplemented and partially replaced by automated, conversational, and dynamically generated insights.

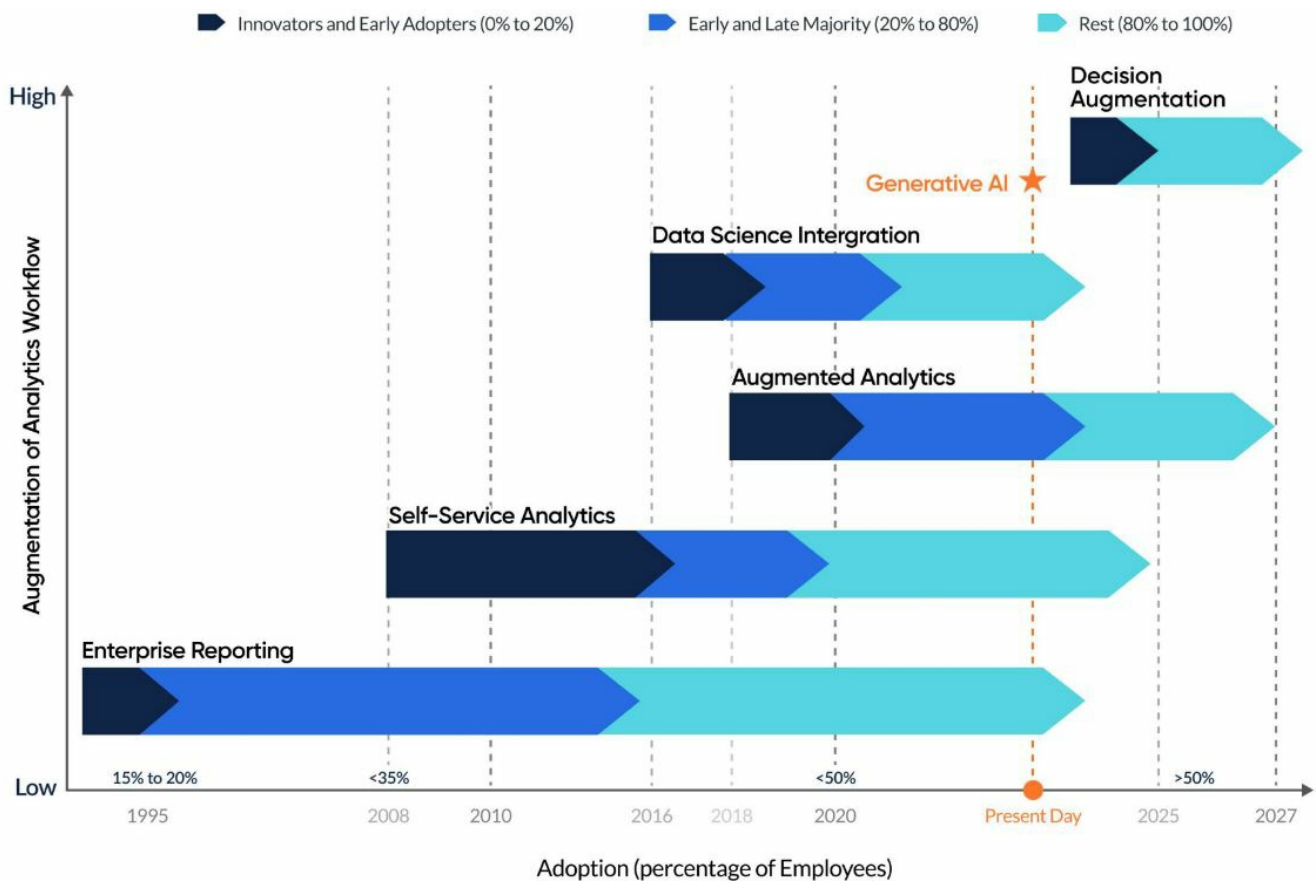
Powered by GenAI, these insights will be tailored to individual business users' needs and delivered where they need them. This evolution is illustrated in the figure below.

As AI becomes more ubiquitous, the adoption of augmented analytics will rise, leading to greater consumerization of analytical capabilities.

GenAI is playing a pivotal role in driving the adoption of augmented analytics, enabling non-technical users to ask complex business questions and thereby increasing analytics usage. Gartner's Top Trends in Data and Analytics for 2023 emphasizes the shift from passive consumers of insights to active creators of insights among business users. Addressing the scarcity of skills and available Data & Analytics (D&A) talent is now a top priority, with D&A leaders seeking tools to enhance decision-making, speed, scale, and participation. Consequently, analytics collaboration has become an essential feature in the ABI platform, connecting previously isolated analytics experiences to transform insights into actionable decisions. The formation of communities of practice can help promote adoption in this evolving landscape.

Augmentation of Analytics Workflow

Timeline of Innovation Points in the Augmented Analytics Market
Illustrative



“WhizAI enables our teams to be more insight-driven. It gives them the option to look at data in the manner they like and have the flexibility to be able to pull the information more quickly.”

– National Sales Director, Top 3 Global Pharma

WhizAI's approach to Augmented Analytics for Life Sciences

The Gartner market guide explains that new and existing vendors compete with various products in the augmented analytics market. Some offer ABI platforms with augmented capabilities, such as automated or augmented data preparation, storytelling, visualizations, and natural language query (NLQ). Others develop ABI platforms for specific industries, such as healthcare and life sciences, and particular use cases, including those pertaining to marketing, sales, and market access. However, the most successful vendors will incorporate all the capabilities into their platforms. WhizAI checks all the boxes as a highly effective augmented analytics platform for life sciences. It's designed to scale so that organizations can analyze the massive data volumes generated by this space.

It also allows companies to democratize access to data insights so that all users who need to make data-driven decisions, from the sales and market access teams to the C-suite, can enhance business outcomes. Users ask questions conversationally and receive the information they need in a sub-second. WhizAI monitors data for anomalies, provides proactive alerts, and enables root cause analyses. WhizAI appears in the market guide along with a range of augmented analytics platforms, providing value to businesses across a range of industries. However, WhizAI stands apart as the only platform designed for – and that delivers – contextual, accurate insights to life sciences companies.


Contact WhizAI to learn more about democratizing data analytics insights to life sciences teams or write to us sales@whiz.ai.

Gartner, Market Guide for Augmented Analytics, Anirudh Ganeshan, David Pidsley, Edgar Macari, October 2, 2023. sales@whiz.ai



Disclaimer:

Gartner and Hype Cycle are registered trademarks and service marks of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Documents / Resources

	<p>whiz Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity [pdf] Instructions</p> <p>Gartner Market Guide for Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity, Augmented Analytics Focuses on the Impact of Generative AI and Domain Specificity, Analytics Focuses on the Impact of Generative AI and Domain Specificity, Impact of Generative AI and Domain Specificity, Generative AI and Domain Specificity, AI and Domain Specificity, Domain Specificity, Specificity</p>
--	---

References

-  [WhizAI | Generative AI for Life Sciences Analytics](#)
-  [WhizAI | Generative AI for Life Sciences Analytics](#)
- [User Manual](#)