



Automation-Driven

High AI

Intelligence-Driven

What is it:

- Predictive or generative systems without strong reporting/metrics
- Focused on automation or intelligence, not visibility

Examples:

- Chatbots answering questions without dashboards
- Recommendation engines
- Computer vision models
- LLM-based copilots with little structured reporting

Low BI

High BI

Intuition-Driven

What it is:

- Data exists but isn't leveraged
- Manual or intuition-based decision making

Examples:

- Gut-feel decisions
- Static spreadsheets
- Siloed or unused data
- No automation, no visibility

Low AI

Insight-Driven

What is it:

- Traditional analytics and reporting
- Descriptive and diagnostic, but not predictive

Examples:

- Dashboards & KPIs
- SQL reports
- Data warehouses
- Excel, Power BI, Tableau (classic usage)