



Generative AI Dos and Don'ts

2024 is giving generative AI FOMO! But don't concern yourself with missing out; focus on how to get it right!

As the capabilities and impacts of generative AI are evolving at breakneck speed, resiliency and adaptability should be driving your strategies around data and AI.

Our CTO, [Patrick Vinton](#), discusses this in his interview with Built In (which we share below), along with his concerns about generative AI and how to move from experimenting with gen AI to executing AI to improve your business.

Here's to 2024 being the year you thrive with gen AI, and to leveraging data to its fullest potential.

Let's dive in!



Tracey Doyle

Analytics8 CMO

How are we implementing generative AI at Analytics8? What made us decide to invest in this technology?

Patrick: We have a variety of internal use cases, ranging from chatbots that help employees understand HR policies and our customer delivery model, to mechanisms that streamline contract review and compliance functions. We invested in generative AI to improve efficiencies throughout the organization, but by taking on these initiatives ourselves, we have gained more practical knowledge of AI projects in general. We have first-hand experience with use case development, implementation nuances, and rollout challenges in a real-world environment that we can leverage in AI engagements with our customers.

Are there any concerns about generative AI? How are we safeguarding against them?

Patrick: I have concerns in three general areas.

- People leak sensitive information when using public generative AI tools. Educating employees about how these tools work — and about the ownership of data input to, and generated by, these tools — is the first step. (Now is also the time for organizations to revisit acceptable use, data usage, and ethics policies!) Providing employees access to private internal-only

generative AI tools is key to maintaining governance while empowering people to leverage generative AI to be more productive.

- Organizations risk underutilizing generative AI. I talk to many people who narrowly view generative AI as a fact-finding chatbot to be used as a fancy “Google substitute.” This narrow view blinds organizations to other more beneficial use cases. Organizations should collaborate with thought leaders on use case development to make sure they’re not missing opportunities.
- Organizations risk overutilizing generative AI by making it “the process” rather than “part of the process.” We’re not yet at a point where we can blindly trust generative AI without some level of human scrutiny, so we should set our expectations and plan accordingly.

How will generative AI shape the data analytics industry?

Patrick: Data visualization will become less relevant as people will increasingly consume and interact with data via natural language, and the lines between operational and analytical systems will become even blurrier. The definition of data literacy will broaden to include generative AI use cases and challenges. Data governance will be more relevant (and talked about) than ever, but the tension between pragmatists and idealists will be at a fever pitch as organizations balance governance policies versus rapid adoption and real-world practicalities.

These changes will disrupt many companies, making them less efficient before making them better. However, it won’t be jarring for Analytics8. For us, this is just another transformative shift in the data and analytics industry — we’ve been through several major evolutionary steps in our industry over the past 20+ years. We will continue to help companies develop a data and AI strategy, iterate and implement it, and help them navigate organizational and cultural changes as AI initiatives take shape.



Virtual Workshop: Develop a Strategic Use Case for Generative AI

with Analytics8 CTO, Patrick Vinton

Friday, Feb. 16 at 11 am CDT

Secure your place in our hands-on workshop to develop actionable and strategic use cases for generative AI with Analytics8 CTO, Patrick Vinton. Limited seats available for a focused, hands-on experience.

[Register for the Gen AI Workshop](#)

Enjoying this content?

Send this newsletter to someone or explore more content like this.

Check out recent issues of The Insider



Transform your business with data.



© 2024 Analytics8. All rights reserved. www.analytics8.com

[Unsubscribe](#)

[Terms & Privacy](#)

[Contact Us](#)