

The field of business intelligence (BI) is rapidly evolving, with AI and data security being key elements in 2024. Integrated automation and analytics simplify complex data tasks and provide seamless user experiences to generate better insights. AI is having a major impact on BI, with advanced neural networks enabling accurate anomaly detection and AI-powered visualization that enhances data analysis. Data discovery tools enable better data analysis and understanding, while predictive and prescriptive analytics use AI models such as ARIMA and ANN to predict and suggest future actions. Data literacy, eliminating data illiteracy, natural language processing (NLP) to understand human language and improve access to data is critical. In 2024, the future of BI is centered around the strategic use of data, as companies that grow and adapt with data-driven innovation will thrive. Collaborative intelligence, using AI and communication technologies, enhances data sharing and decision-making for remote work. Data governance, which goes beyond compliance, becomes a strategic requirement as it grows from \$2.62 billion to \$7.42 billion. Data security remains a top priority, with companies investing in cybersecurity due to data privacy regulations.