

The AI Revolution in Analytics

Trygve Karper - CEO & CoFounder



Who's talking

Me

- PhD Mathematics & Associate Professor NTNU
- 3 years R&D at SLB
- Built everything AI & Data Science at Cognite
- Founder & CEO of Riff (formerly Databutton)

Riff

- 20 Employees, Oslo, UK, Denmark, US, and Singapore.
- 3500 customers globally
- An online AI agent that creates Apps, Automations, and Agents through chatting.
- For businesses and used by non-developers.



Do you remember?

Analytics And Data Science

Data Scientist: The Sexiest Job of the 21st Century

Meet the people who can coax treasure out of messy, unstructured data. by Thomas H. Davenport and DJ Patil

From the Magazine [October 2012](#)

What we got

- Data infrastructure built out at enormous costs.
- Used by analysts to create reports.
- Data Scientists made tons of models that was difficult to get value out of.
- All over not a lot of real ROI

Why on earth??

Literacy

- Using a dashboard or report is in practise quite hard.
- It requires data literacy to go from a concrete situation to finding insight in the available reports and dashboards.
- It also takes time, and the right data report might not exist.

Culture

- Talking about being data driven is easy.
- Being data driven requires deep commitment and trust from top to bottom.

Costs

- Data infrastructure turned out to be very costly.
- Maintenance is hard.
- People tried to build a perfect house, then get value.

The AI revolution

- AI is a revolution.
- It doesn't replace roles, but makes skilled people much more efficient. Though exactly when and how isn't obvious.
- The world won't need fewer technical people, but many many more.

Measuring the Impact of Early-2025 AI on Experienced Open-Source Developer Productivity

We conduct a randomized controlled trial (RCT) to understand how early-2025 AI tools affect the productivity of experienced open-source developers working on their own repositories. Surprisingly, we find that when developers use AI tools, they take 19% longer than without—AI makes them slower. We view this result as a snapshot of early-2025 AI capabilities in one relevant setting; as these systems continue to rapidly evolve, we plan on continuing to use this methodology to help estimate AI acceleration from AI R&D automation ^[1].

See the [full paper](#) for

Updated: JUN 23, 2025 4:16 PM CET

ChatGPT May Be Eroding Critical Thinking Skills, According to a New MIT Study

TECH

ARTIFICIAL INTELLIGENCE



We need to become more technical, not less

ROLE	UNACCEPTABLE	CAPABLE	ADOPTIVE	TRANSFORMATIVE
ENGINEERING	Calls AI coding assistants 'too risky' Has never tested AI-generated code Relies only on Stack Overflow snippets	Uses ChatGPT/Copilot/etc for simple coding tasks (ex: regex, unit-test stubs) Can explain how they prompt, review, and validate AI output	Chains LLM calls with fallback + retry logic Adds eval tests to flag hallucinations Knows Claude Code, Cursor, Windsurf, etc Can walk interviewers through prompt tweaks, token limits, code-review, etc	Ships LLM-powered features, monitors live metrics, and refines based on user feedback Builds an AI-first dev pipeline (guardrails, RAG docs, etc) that cuts down PR cycle time
PRODUCT	Dismisses AI as hype, showing no curiosity about user value PRDs and prototypes lack any AI concepts or experiments	Uses ChatGPT to draft PRDs, story maps, and synthesize user-interview notes Knows basics (LLMs, embeddings, latency vs. cost) and can share example prompt patterns	Ships an AI-powered feature with a clear "human-in-the-loop" check Chooses models based on accuracy, latency, throughput, and context-window constraints Demonstrates ROI (ex: cut time-to-insight from 5 days down to 3)	Builds/drives product strategy & org-wide AI roadmap through eval-first product development Launches a proprietary fine-tuned LLM feature that opens up a new pricing tier
SUPPORT	Refuses to use AI for support workflows Has zero automation skills (no rules, macros, bots, etc) Manually handles every ticket	Summarizes tickets with ChatGPT and cites faster context shifts Knows and follows Security / TSO approval flow before trying new tools	Builds Zapier workflows that triage queues and auto-tag CRM records Tracks CX metrics, refines prompts when AI misreads tone, keeps living doc of what works	Rolls out an org-wide AI triage bot that cuts first-response time by 25% Creates & presents ROI dashboards, balancing cost vs. customer experience in quarterly planning
PEOPLE / HR	Distrusts all AI hiring tools Screens each resume one-by-one Relies on manual scheduling and candidate follow-ups	Drafts interview guides & summarizes panels with ChatGPT, saving 2-ish hours/week Can explain privacy limits (ex: no PII in public models)	Automates onboarding docs; runs LLM resume-screen with bias checks, yielding 3x faster shortlists Measures time-to-hire gains and refines prompts for under-represented talent pools	Revamps recruiting funnel with AI to shorten time-to-hire by 30% Trains HRBPs on safe AI and shapes company policy on ethical hiring AI
MARKETING	Runs campaigns without AI-driven A/B tests or content variants Ignores AI tools for analytics, personalization, or audience insights	Uses AI to summarize customer stories Drafts first drafts of social posts and headlines with AI, then edits by hand	Runs a basic AI stack and A/B-tests copy to increase CTR by 30% Audits biased language and optimizes prompt libraries	Builds an AI-driven campaign engine to personalize content at scale Leads quarterly AI trainings, sets tooling roadmap, and speaks at industry events on AI-powered growth

Business impact still in its infancy

Sparring & Consultation

Generating text, images, etc

Code Generation

Customer Support

Analytics

**The fastest growing
startups in history!**



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Generating text, images, etc

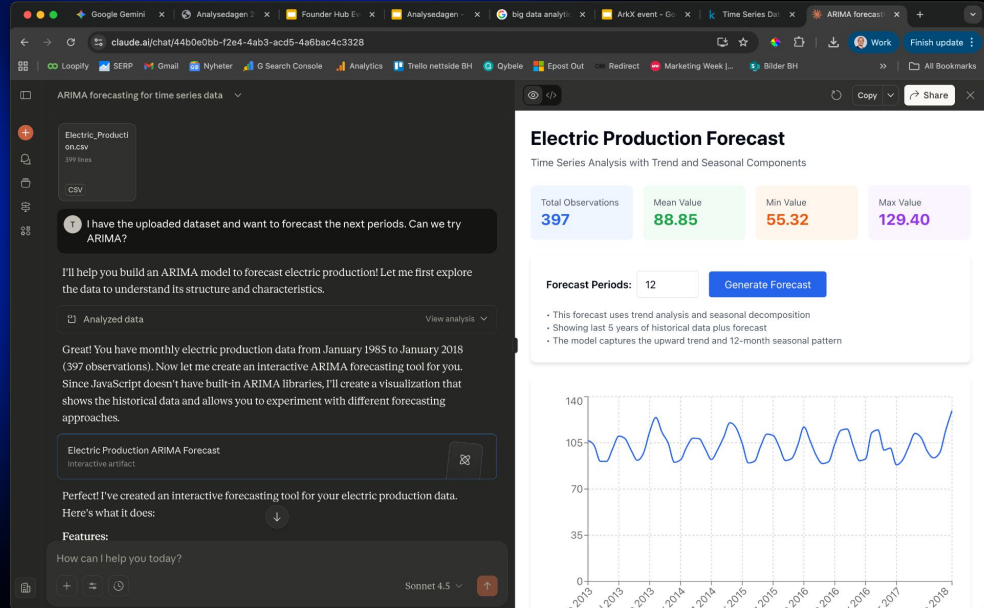
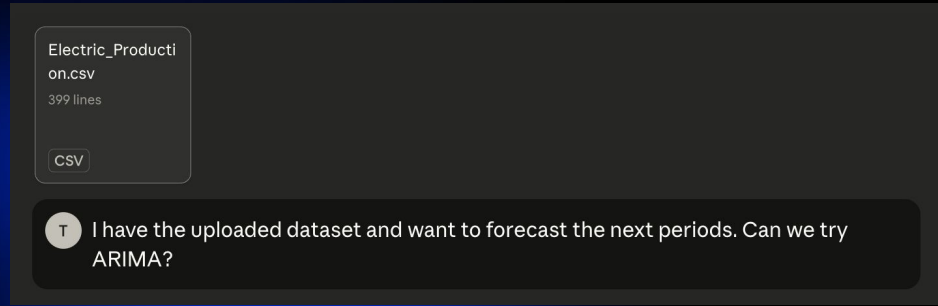
Code Generation

Customer Support

Analytics

**But one of the
absolutely biggest
impacts is going to
come in Analytics**

I suspect you are all
already being more
efficient due to AI.



So, you don't need to consult old papers, books, find some package or software, spend time back and forth.

T What are the best models to use?

Practical Recommendation

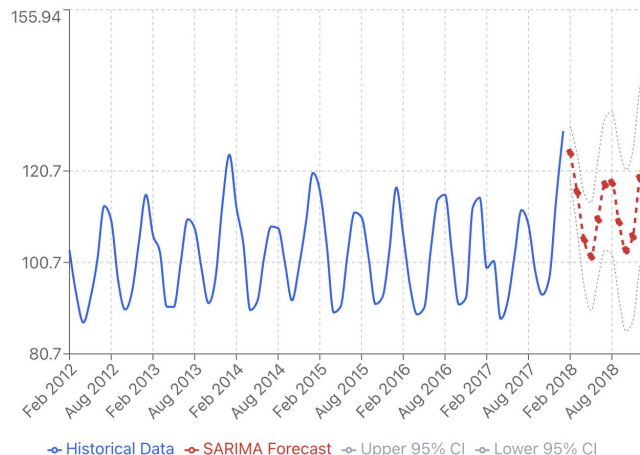
For production use with your data, I'd go with **SARIMA** first, then validate with **Holt-Winters** as a benchmark. Both will give you:

- Confidence intervals for forecasts
- Statistical validation metrics (AIC, BIC)
- Well-tested methodology

Want me to show you Python code for implementing SARIMA or any of these other approaches?

📄 👍 💬 Retry ▾

Forecast with 95% Confidence Intervals



Riff

Analytics is perfect for AI

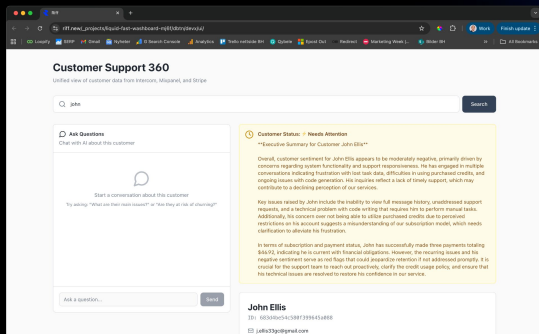
- Code is complex, but it's not big!
- Lot of tedious work involves relatively simple data operations.
- Analysts love methods and intuition, not memorizing method details.

The analysis job will be among the first to change!

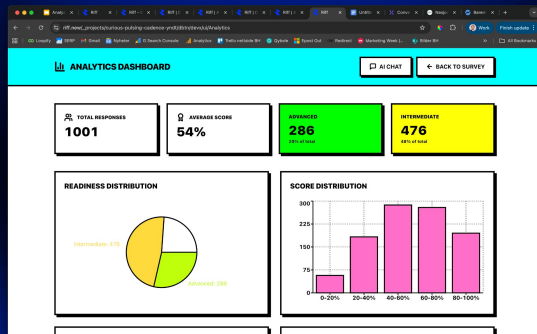
Creating reports,
models, dashboards



Enabling actionable
advice to people
when they need it.

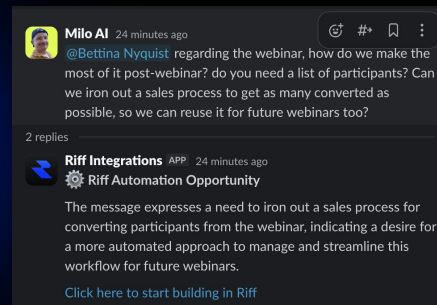


Agents that pull data across source systems and provides actionable advice for situations people are in.



Data gathering bots and forms, that ensures that status are pulled from where the knowledge sits.

<https://trygve.riff.works/ai-ready-check>



Alerts, notifications, enrichments into the surfaces where people do work.





Trygve Karper

Help

Let's build, Trygve

Describe what you want to build...



 Add Images

 Import Riff-card

 Add Integration

Tip: describe what you want to build, what features it should have and how you want it to work. Let Riff take care of the rest.

Your Apps

311 apps created



Search Apps

All Apps My Apps Shared with Me



Riff

- Generates real production quality Front-ends, and python backends
- Natively connects to business systems, from gmail, to hubspot, to BigQuery.
- Can run data heavy jobs of up to 1h. Perfect for analysis and modelling.
- Deploy with 1-click and share with team or the world
- Secure and governed by default

**Thank
you**