

Biggest Data Science Trends in 2022



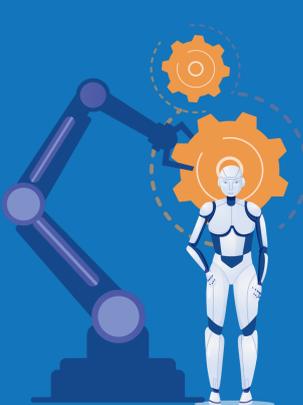
Data science helps businesses extract value from data and draw valuable insights.

The **Data Science Platform Market** is expected to reach **\$230.80 billion by 2025**, at a **CAGR of 39.7%** (MarketWatch)

Source: MarketWatch



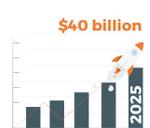
5 Top Trends to Watch and Take Advantage



1

Improved Natural Language Processing

Expected to be used for the quick retrieval of data. Will see more usage in Sentiment Analysis, Twitter Analytics, understanding Customer Satisfaction, etc.



The NLP market is expected to surpass **\$40 billion by 2025**

Source: Statista

2

Augmented Data Analytics

Automates the examination of large amounts of data by combining AI, ML, and NLP, and delivers insights in real-time. Will continue to help experts explore data and generate in-depth reports and predictions.



3

AutoML

Automated machine learning can automate data science processes like cleaning data, training models, predicting insights, and interpreting the results. In 2022, AutoML will continue to drive the “democratization” of data science.



According to Forrester, **61%** of data and analytics decision-makers whose firms are adopting AI said they had implemented AutoML software or are in the process of implementing it.

4

Emphasis on Actionable Data

Research suggests organizations that use data-driven decision-making have 4% higher productivity and 6% more profit on average. There is currently a huge emphasis on actionable data that combines big data and business processes to help organizations make the right decisions.



Source: MIT Sloan School of Management

5

Data-driven Customer Experience

Finding new strategies to leverage customer data into better customer service and experiences is a focus in the field of data science in 2022.



According to Forbes, **90%** of businesses that use data analytics report improved ability in delivering a great customer experience.

At Wavelabs, we design smart data pipelines for the next generation enterprises that provide easier access to actionable data and drive deeper insights to support critical business decisions.

