Leveraging AI, Automation and Data Analytics for Survey Research

The market research landscape is changing. Richer insights are now possible thanks to recent advances in technology. This article outlines the impact Artificial Intelligence (AI), Machine Learning (ML), and automation are having on survey research and market insights.

Surveys, automation, and data analytics are all benefiting from recent technological innovations. These technologies will help companies meet their ongoing need for faster, cost-effective, and actionable insights. Surveys continue to play a vital role in market research, although some approaches are changing.

AI and ML are increasingly being used in the execution of research projects. AI simplifies survey creation by drafting questionnaires that are straightforward and engaging. AI can also be used to scale and combine coded text data with quantitative data. This gives researchers the opportunity to uncover insights that may not have been possible before.

Data quality remains a challenge, but AI is helping to tackle this problem. Companies encountering fraudulent respondents and poor sample quality can now use AI-enhanced fraud detection tools.

AI and ML in Data Analytics

AI and ML are transforming data analytics and helping businesses process complex datasets with increased speed and accuracy. The 2024 Greenbook Research Industry Trends (GRIT) Practice Report* highlights several key trends, such as the growing use of AI-augmented analytics, which enables companies to react quickly to market changes.

Opportunities for using synthetic data are increasing, especially in areas with hard-to-reach respondents. Synthetic data lets companies gather insights while also protecting their proprietary information.

AI can be used to integrate data that has long been siloed in different departments. This provides managers with a holistic view of their company's operations. More informed tactical and strategic decisions are the result.

Accelerating Insights Using Automation

Automation is changing how insights are gathered and processed. According to the GRIT report, automation is accelerating research processes and enhancing the quality of insights.

AI and automation are being used to prepare reports. This frees up analysts to identify those insights that will lead to company growth. AI-assisted automation helps with editing and cleaning survey data, making these tasks easier. Finally, dashboards like Power BI, Tableau, and Looker let managers monitor key metrics and, if necessary, take corrective action.

The Future of Survey Research

Survey research will continue to evolve along with AI and automation. Advancements in technology are improving the speed and accuracy of data collection and analysis. They are also enabling researchers to uncover richer insights that can be acted upon quickly.

* 2024 GRIT Insights Practice Report. Download at [2024 GRIT Insights Practice Report — Greenbook](#)

How has AI impacted your survey research processes? Please share your insights and experiences below.

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