



How Generative AI Is Transforming the Way We Work



The global **generative AI** (GenAI) market is expected to reach **\$109.37 billion** by 2030 at a CAGR of **35.6%**.¹

Venture capital firms have invested more than **\$1.7 billion** in generative AI solutions over the past three years, with AI-enabled drug discovery and software coding garnering the most investment.²

Large organizations will use AI-generated content in **30%** of their outbound marketing messages by **2025**, an increase from less than **2%** in **2022**.²

The Diverse Applications of Generative AI in Business Functions



Generative AI Driving Innovation in Industries

Fashion

GenAI is used to create new designs, patterns, and sustainable materials; help manage inventory; and enable virtual try-on experiences for customers.

Gaming

With the extensive use of generative AI, realistic game environments, avatars, and visual enhancements are possible

Healthcare

GenAI supports personalized patient care, drug development, and medical diagnosis

Retail

GenAI generates personalized product recommendations based on customer preferences and purchase history. AI-powered chatbots help customers find products and answer their queries.

Banking & FinTech

Generative AI is used for financial modeling, risk assessment, and fraud detection.

Manufacturing

Manufacturing uses generative AI to streamline processes, enhance product design, and minimize waste.

Media & Entertainment

A few examples of GenAI applications in media include personalized recommendations, visual effects, voice synthesis, and predictive analytics.

AI

Partner With LatentView Analytics to Incorporate AI and Analytics for Actionable Insights, Data Democratization, and Intelligent Decision-Making