

DATA PREP AND LABELING FOR AI

Findings from Cognilytica's Data Prep & Labeling 2020 Report

\$3.5
Billion

The market for artificial intelligence and machine learning relevant data prep solutions by 2023.

80%

The percent of AI project time spent on data preparation and engineering tasks

\$4.1
Billion

The market for third-party data labeling solutions by 2023.

6 INSIGHTS



AI'S BIGGEST SECRET? IT'S POWERED BY HUMANS.

In many cases, humans are still needed for manually labeling data and AI quality control.



FOR DATA PREP, GARBAGE IN MEANS GARBAGE OUT.

ML training data needs to be clean, accurate, complete, and well-labeled, otherwise bad data produces bad models.



DATA LABELING IS EXPENSIVE.

Organizations spend significant sums on human data labeling labor to make AI systems work

AI HAS TIME-CONSUMING, COMPLEX DATA PREP REQUIREMENTS.

Supervised Learning requires well-labeled data for the AI system to work



DATA PREP AND LABELING TOOLS ARE ADDING BUILT-IN AI.

By 2021, competitive data prep tools will use AI to help speed up labeling



AI-POWERED DATA PREP IS ITERATIVE AND INTERACTIVE.

AI-powered data prep solutions give users the ability to quickly clean data in an intuitive way.

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