From Sentiment to Signals: RAG Redefines Analytics
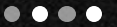
Report   2025/08/05

RAGdoll

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Executive Mandate

"RAG delivers materially better accuracy, auditability and confidence than sentiment or keyword analytics, making it the new baseline for enterprise intelligence."
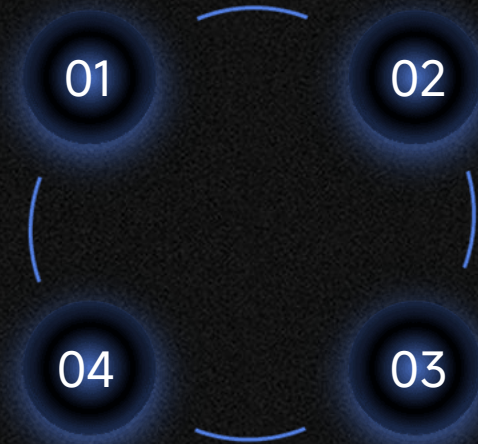
RAG Outperforms Legacy Analytics

Accuracy and Auditability

RAG combined with semantic tunnelling and narrative signals achieves significantly higher accuracy and better auditability compared to traditional keyword or sentiment-driven systems. This ensures reliable and verifiable insights.

Structured Entries

Every insight generated by RAG is anchored in structured, timestamped, and source-linked entries, eliminating ambiguity and providing a clear provenance for all data points.

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Reduced Workload and Increased Confidence

The adoption of RAG directly reduces false positives, decreases analyst workload, and increases decision-making confidence, leading to more efficient and effective operations.

Enterprise AI Budgets

Enterprise AI budgets for 2025 are projected to be in the hundreds of billions to trillions, positioning RAG as an essential infrastructure layer for modern organisations.

Market Readiness Meets Provenance Demand

▶ Budget Forecast

GenAI budgets forecast at hundreds of billions to trillions for 2025 demonstrate the market's readiness for RAG-based systems, indicating a significant shift towards advanced analytics.

01

▶ Regulatory Expectations

Regulators increasingly expect timestamped and traceable source lineage for compliance, making RAG a critical component for organisations to meet these standards.

02

02

Strategic Pivot

"Organisations must retire legacy sentiment tools and adopt provenance based RAG pipelines by 2026 to stay compliant, efficient and competitive."

Retire Legacy Tools by Q2 2026

01

Commit to Provenance

Organisations must commit engineering resources to provenance-first data pipelines such as the Ragfeed model by Q2 2026 to stay ahead of the curve in analytics.

02

Instrumentation for Measurability

Retrieval, reranking, metadata, and citation fidelity must be instrumented to ensure every production change is measurable and reversible, maintaining data integrity.

03

Critical Evaluation

Evaluation and observability should be treated as critical components rather than optional extras, ensuring continuous improvement and compliance readiness.

Measurable Governance Framework

▶ ## Implement Core Metrics

Implement observability and evaluation gating, including OTEL-style tracing, to measure time to first validated signal and citation F1 as core metrics for data governance.

03

Market Evidence

"Publication volumes and proxy strength across domains show overwhelming market momentum towards RAG, with applied sectors leading adoption."

Publication Heat Map Validates Shift

01

▶ Applied Domains Lead

Applied domains lead with 83 publications, followed by cloud-platform integration at 42 and RAG architecture at 40, indicating strong real-world deployment momentum.

▶ US Market Dominance

The United States dominates across all major themes, confirming vendor leadership and early adoption, with secondary regions including the UK, Germany, Poland, and Belgium.
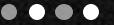
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▶ Investment Gaps

Vector-indexing and adoption themes each exceed 20 papers, while governance and memory topics lag at 13, revealing investment gaps and areas for future focus.

Proxy Strength Confirms Investment Priority

01 ▶ RAG Adoption

RAG adoption scores 4.33 average signal strength, vector infrastructure 4.00, and inference economics 4.00, outpacing applied domains at 3.33, indicating strong validation.

02 ▶ Governance and Architecture

Governance and architecture themes cluster at 3.67, while developer tools trail at 3.00, highlighting skills exposure risk and areas for strategic investment.

04

Forward Timeline

"By 2026 almost half of enterprise AI endpoints will run on governed RAG stacks as vendors productise grounded answers and provenance features.."

Forty Percent Governed RAG by 2026

Cloud Provider Pricing

Within the next twelve months, cloud providers will launch pricing tiers for grounded answers, confirming RAG maturity and market readiness.

Vendor Roadmaps

Vendor roadmaps show sustained investment in managed RAG features, which will become procurement norms, driving further adoption and integration.

02

04

01

Enterprise AI Endpoints

By H2 2026, at least forty percent of enterprise AI endpoints will operate through governed RAG stacks, driving widespread adoption.

03

Standard Metrics

By 2026, citation and retrieval fidelity metrics such as citation F1 will be standard in continuous integration, ensuring high-quality data governance.

Economic and Regulatory Milestones Ahead

Quantisation and SLAs

Quantisation will cut memory costs, making decade-long corpora economical. Expect first multimodal RAG SLAs guaranteeing sub-100ms retrieval with 99.9% citation accuracy, creating competitive differentiation.

05

Risk Diagnosis

"Legacy analytics create high operational and legal risk, while RAG pipelines reduce false positives and provide the auditability regulators demand."

Legacy Exposure Is Moderate to High
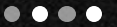
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Brittle Keyword Pipelines

Enterprises using legacy keyword pipelines face moderate-to-high exposure due to brittle rules that spike false positives, inflate manual review, and increase legal risk.

02

Skills Shortage

A global shortage of retrieval-evaluation talent elevates skills exposure, making it critical to adopt RAG to mitigate these risks and improve operational efficiency.

RAG Migration Reduces Every Risk Class

01 ### Reduced False Positives
Switching to citation-linked RAG collapses false-positive rates by up to 70%, significantly reducing analyst workload and improving data quality.

02 ### Cost Efficiency
Quantised serving and domain-specific small models shrink inference spend, making RAG economically viable and improving ROI.

03 ### Regulatory Compliance
Managed platforms compress integration time, and early adopters report legal reserve reductions and faster regulatory sign-off, turning risk into competitive advantage.
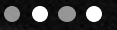
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Narrative Signals

"Narrative signal analysis replaces crude polarity scores with six deeper dimensions that detect direction, momentum and consequence in real time."
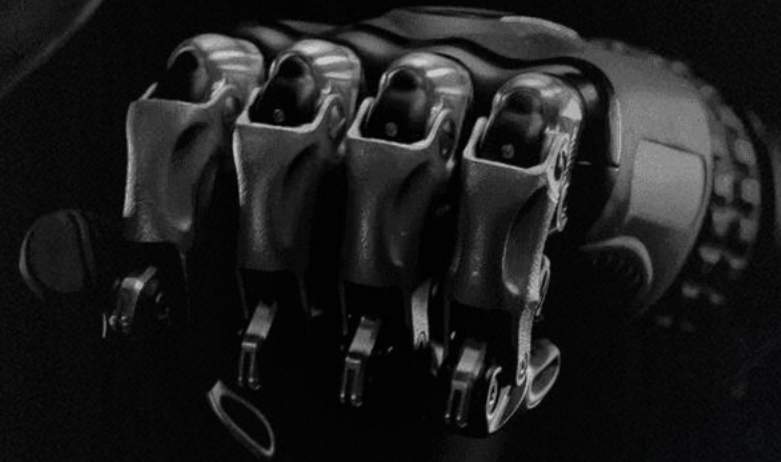
Six Dimensions Replace Polarity
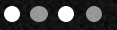
01

Narrative Signal Analysis

Narrative signal analysis replaces crude polarity scores with dimensions like recency, novelty, momentum, persistence, direction, and intensity, providing deeper insights.

02

Timeline-Aware Intelligence

Timeline-aware intelligence converts news into actionable foresight, delivering earlier and more accurate alerts for market, credit, and supply-chain decisions.

Semantic Tunnelling Delivers Clean Fuel

▶ Reconstructed Entries

Semantic tunnelling reconstructs multi-hop chains through timestamped entries, ensuring factual continuity and causal traceability across long time spans.

▶ Measurable and Auditable

Semantic tunnelling is fully measurable and auditable, aligning with regulator expectations and ensuring compliance readiness.

▶ Early and Weak Signals

This method surfaces early and weak signals while suppressing hallucination via grounded retrieval, providing more reliable insights.

▶ Definitive Replacement

Semantic tunnelling is the definitive replacement for keyword and sentiment analytics in high-stakes enterprise workflows, delivering clean and reliable data.

THANK YOU

"The next generation of analysis belongs to teams who anchor insight in evidence, not polarity.."

Noah Analytics   2025/08/05

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