



FORECASTING WARS

AI *vs* Human

It is said that AI does a better job of forecasting than humans.

So, let's put that to the
TEST.

The CHALLENGE

Every week, from Jan. 23 to Mar. 1, I asked AI (CoPilot) to predict Best Picture winner.

It gave me its **top 3 picks** with confidence levels.

Meanwhile, Yahoo provided **weekly rankings**.

Who got it right?



In one corner is CoPilot AI's
internet-powered predictions.

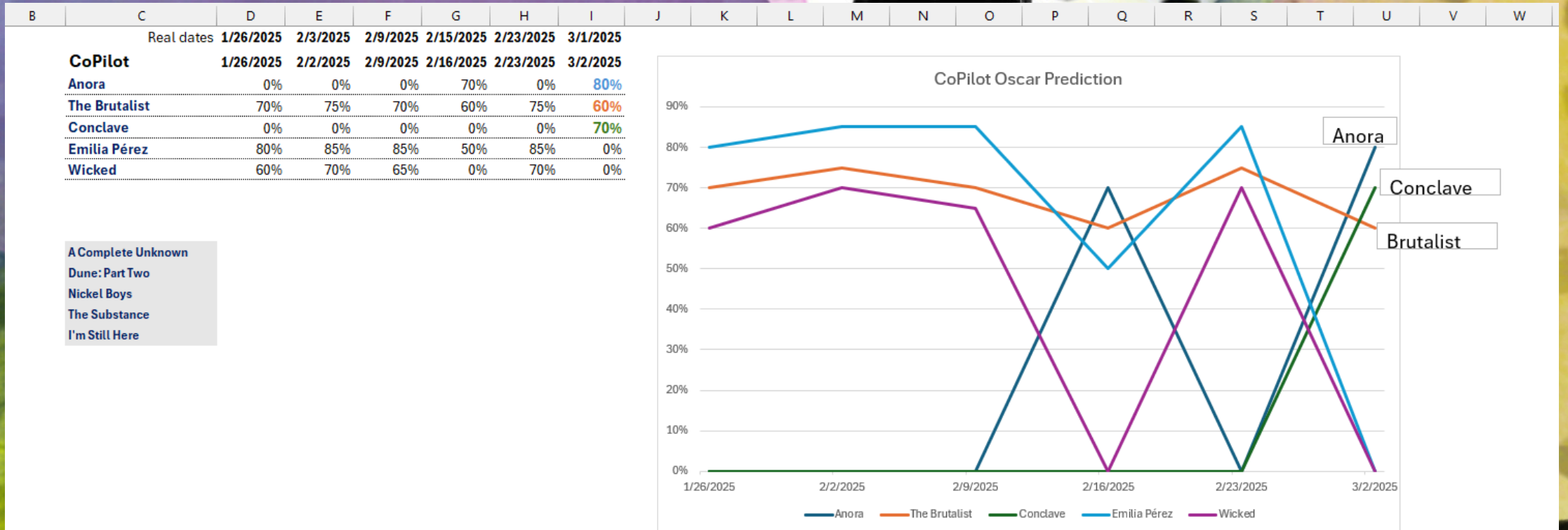
In other corner is Yahoo's
human-driven data analytics.*

yahoo!

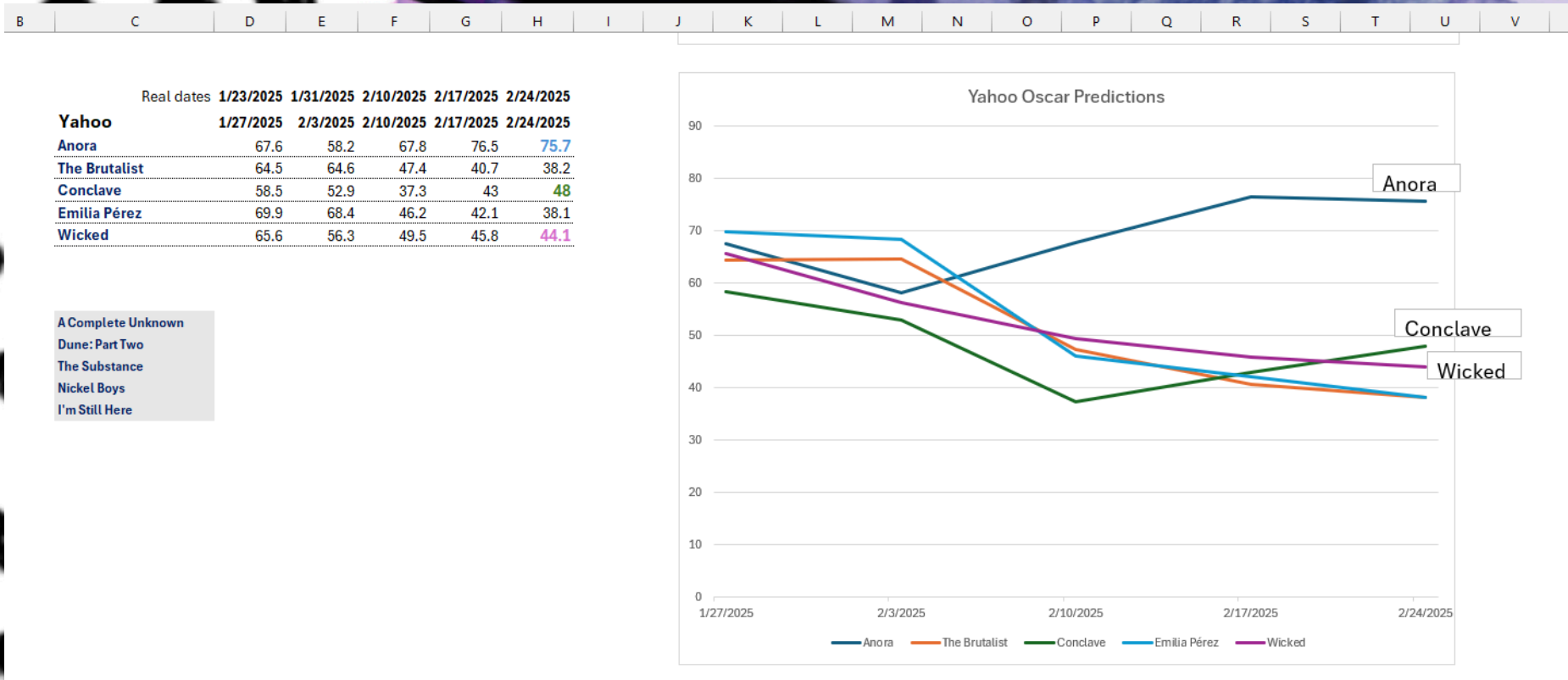
* ChatGPT, CoPilot, and Google AI say data analytics are not the same as AI. This may be a grey area, so ... I'm deploying LITERARY LICENSE!

Data (🌈) versus intuition(yahoo!).

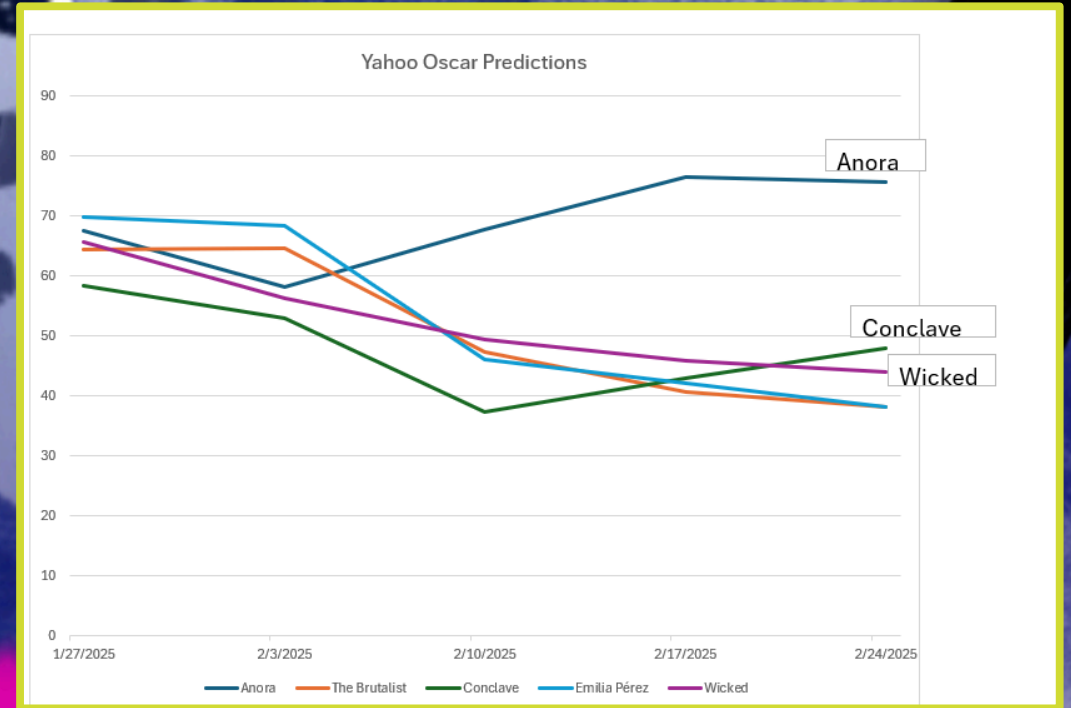
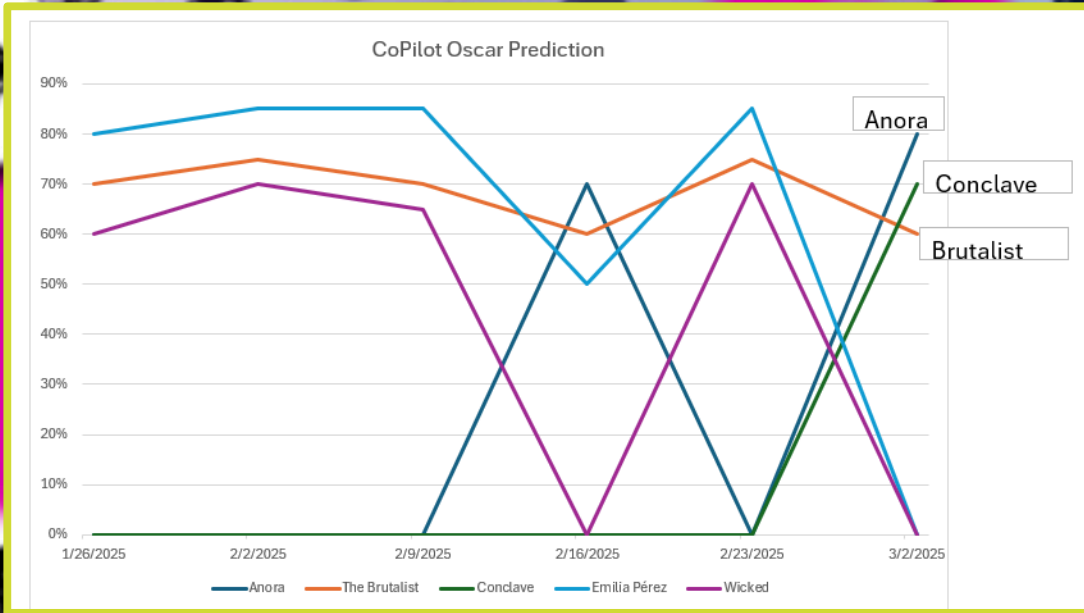
**Let's see what
HAPPENED.**



CoPilot's picks jumped around. Confidence wavered.
Was it learning or just guessing?



Yahoo showed a clear **surge** of the eventual winner.
Steady. Predictable. Reliable.



AI: chaotic swings

Yahoo: clear momentum

Which would you trust?

The TAKEAWAY

Would I use AI for future predictions?

NOT YET.

Yahoo saw the trend early
while AI scrambled.

Or...

my **prompts**
needed improvement.

On January 2025, Wharton Knowledge published these findings¹:

- Single models perform no better than random guesses;
- Better were multiple models working like human crowds;
- “The best results emerge when AI predictions are averaged with human insights”¹;
- AI still can’t beat the superforecasters.

1. <https://knowledge.wharton.upenn.edu/article/can-ai-predict-the-future/#:~:text=Key%20Takeaways,cheaper%20alternative%20for%20making%20predictions>

Next week I'll show you why the way we **see** data matters just as much as the numbers themselves.

Want to talk finance, AI, or data storytelling?

Then let's connect!

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