The rise and fall of AI

Count	Number of times the words "AI," "Machine Learning," & "Generative AI" were mentioned in earnings calls								
800									
700									
600									
500									
400									
300									
200									
100	_	_	_	_					
0 -	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024