

Copilot Adoption & Usage Analytics

Measure the impact of Copilot on your business

ADOPTION - HOW OFTEN ARE USERS USING COPILOT?
Monthly Shift Toward Higher Copilot Engagement

ADOPTION - INTENSITY
Is Copilot becoming part of users' regular work patterns?

Intensity reflects overall engagement and the degree of habit formation among users. It is measured through Copilot days usage per user, the average number of active days, and the distribution between infrequent and frequent users.

Weekly Copilot active days
Summary statistics

Weekly Copilot days	Statistics
min	0.00
p25	1.67
p50	3.22
mean	2.92
p75	4.17
max	5.25

Copilot usage segments
Based on the number days per week a user is active within Copilot.

Usage Segment	Percentage
> 4 days	28%
3 - 4 days	29%
2 - 3 days	16%
1 - 2 days	13%
< 1 day	15%

Key Strengths

- A clear strength is the sustained

Challenges

- The number of times users accessed a meeting recap in Teams using Copilot. An action is only counted if the user selected Recap and viewed the meeting notes under the AI summary tab.

Note > Usage is measured by the number of days a user actively engaged with Copilot. Only weeks in which the user held an active license for the full seven-day period are included in the calculation. The weeks of 11/23/2025, 12/21/2025 and 12/28/2025 were excluded from the analysis.

Adoption

Measures the intensity, breadth and depth of Copilot adoption.

USAGE - PRIMARY SURFACES
Where is Copilot most commonly used?

Understanding how Copilot is most commonly used helps identify where users are realizing immediate value and which workflows are driving adoption. It also highlights gaps in usage across core productivity applications, informing targeted enablement and expansion opportunities.

ADOPTION - CLUSTERS
Is Copilot becoming part of users' regular work patterns?

Clustering users by intensity, activity and depth is important because it distinguishes between superficial experimentation and sustained, embedded usage, enabling more accurate identification of true adoption, value realization, and targeted enablement opportunities.

Copilot adoption clusters
Segment descriptions

Segment	Description
Champion	3+ days weekly usage 25+ actions 2+ surfaces
Power User	3+ days weekly usage 15+ actions 1+ surfaces
Active User	2+ days weekly usage 10+ actions
Explorer	1-2 days weekly usage 5-10 actions
Non-User	Less than 1-day weekly usage Less than 5 actions

Copilot adoption clusters
Based on the number of users in each segment

Segment	% of Users	% of All Active Days	Actions per Active Day
Champion	7.5%	7.14%	14.3%
Power User	41.3%	61.1%	66.4%
Active User	15.0%	15.1%	11.1%
Explorer	21.3%	13.8%	7.1%
Non-User	15.0%	2.79%	1.1%

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Key Challenges

- The number of times users accessed a meeting recap in Teams using Copilot. An action is only counted if the user selected Recap and viewed the meeting notes under the AI summary tab.

Note > Total Copilot surfaces is calculated as the sum of: Copilot actions taken in Copilot chat (work), Copilot actions taken in Excel, Copilot actions taken in Outlook, Copilot actions taken in PowerPoint, Copilot actions taken in Teams, and Copilot actions taken in Word. The weeks of 11/23/2025, 12/21/2025 and 12/28/2025 were excluded.

Usage

Describes the types of work users rely on Copilot to support.

RECOMMENDATIONS
Driving Sustainable Copilot Adoption Through Targeted Enablement

A targeted enablement strategy centered on champions, role-based workflows, and prompt driven productivity ensures Copilot is embedded into everyday work patterns rather than used sporadically or experimentally.

1. Miss a high-chance score - Facilitate workshops focused on how Copilot is actually used in client delivery

USAGE - PRIMARY SURFACES
Where is Copilot most commonly used?

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Intelligent recap

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Copilot chat (work)

Actions are defined as:

- The number of Copilot actions completed by active Copilot users in Copilot Chat (work), formerly called Business Chat. Includes prompts submitted through Teams, Outlook, Edge, and the Microsoft 365 app.

Copilot action segments
Intelligent recap and Copilot chat (work) are primary surface for Copilot engagement

Surface	Percentage
Excel	0.1%
Powerpoint	0.4%
Outlook	1.7%
Word	1.3%
Teams (ex Intelligent recap)	10.3%
Intelligent recap	73.3%
Copilot chat (work)	12.9%

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Recommendations

Opportunities to improve overall value created by Copilot

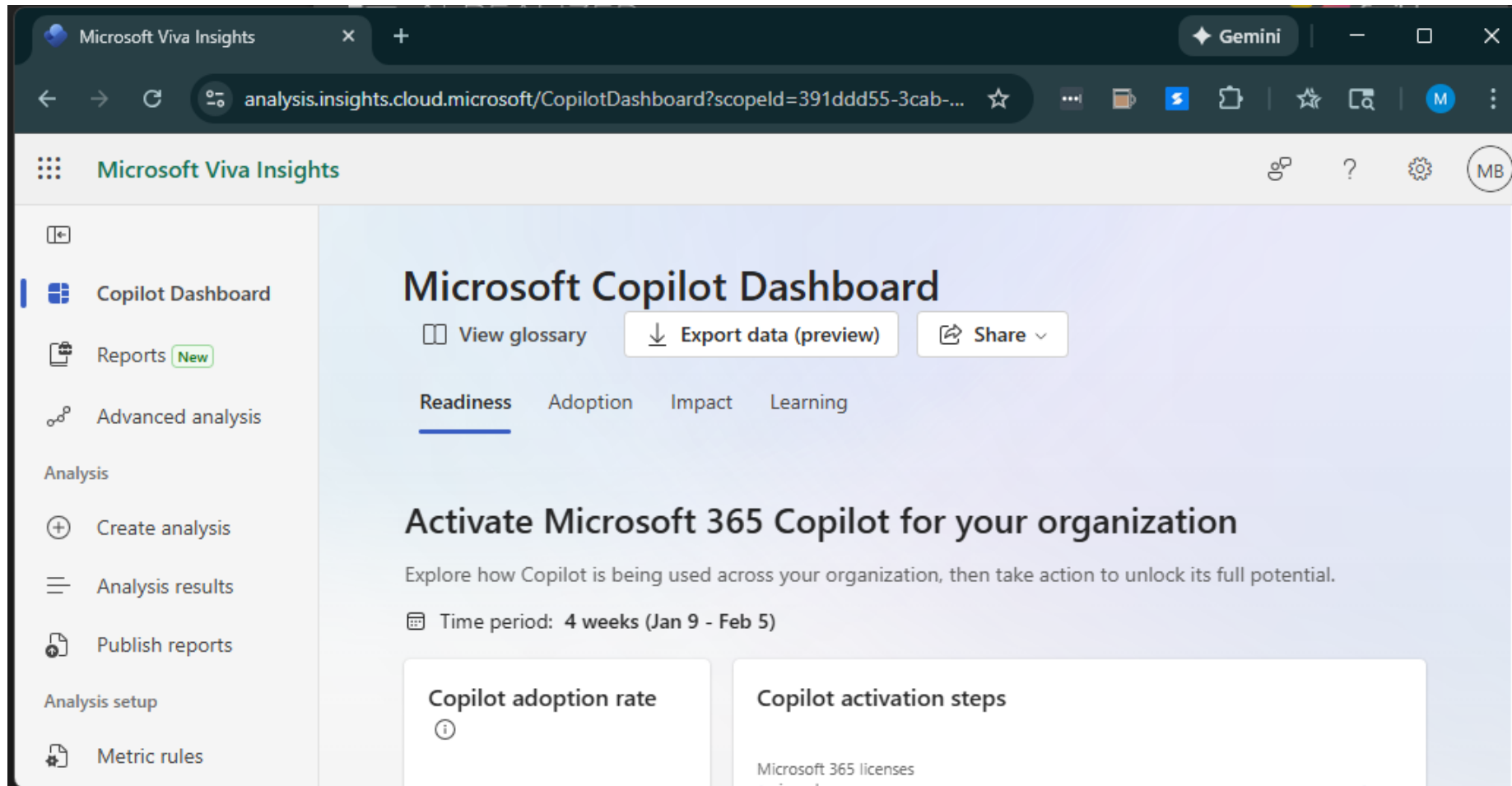
Copilot Adoption and Value Realization

Going through this process produces a clear, decision ready picture of Copilot value realization, adoption health, and where to intervene. It is not just analytics output. It is an operational view leaders can act on.

What do you get at the end of the process?

- Assess license utilization and adoption coverage
- Measure and segment users by engagement intensity, based on days of active usage
- Analyze user activity volume by tracking the number of actions performed per user
- Evaluate depth of usage through the number of unique Copilot surfaces each user engages with
- Classify users into behavioral segments, including Champions, Power Users, Active Users, Explorers, and Non-Users
- Identify the primary Copilot work surfaces driving user engagement
- Detect adoption gaps and friction points by comparing engagement patterns across teams
- Establish a repeatable baseline to track adoption maturity and value realization over time

Navigate to: <https://analysis.insights.cloud.microsoft/CopilotDashboard>
Click the 'Export data (preview)' button.



Annual ROI from Workforce Efficiency Gains

Annual savings = Number of employees × Annual cost per employee × Percent of time savings

Employees

500 Licensed Copilot Users

Average Annual Cost

\$61,984 median US full-time salary

Time Savings

3.5% efficiency gains

\$1M Annual Savings