

How to Start, Evolve and Expand Self-Service Analytics

Joao Tapadinhas

The Ultimate Self-Service



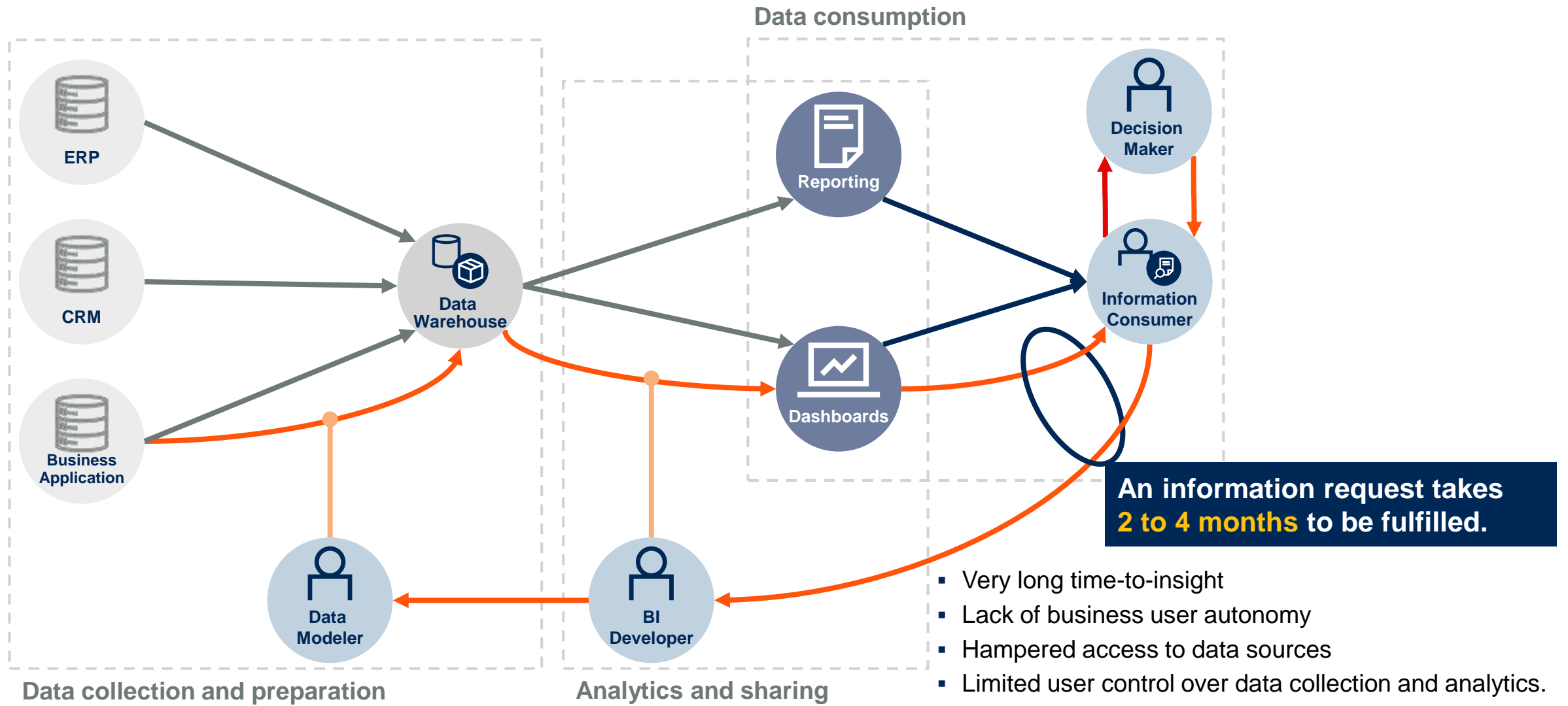
Key Issues

1. What Is Self-Service Analytics?
2. How to Start With Self-Service Analytics?
3. How to Evolve and Expand Self-Service Analytics?

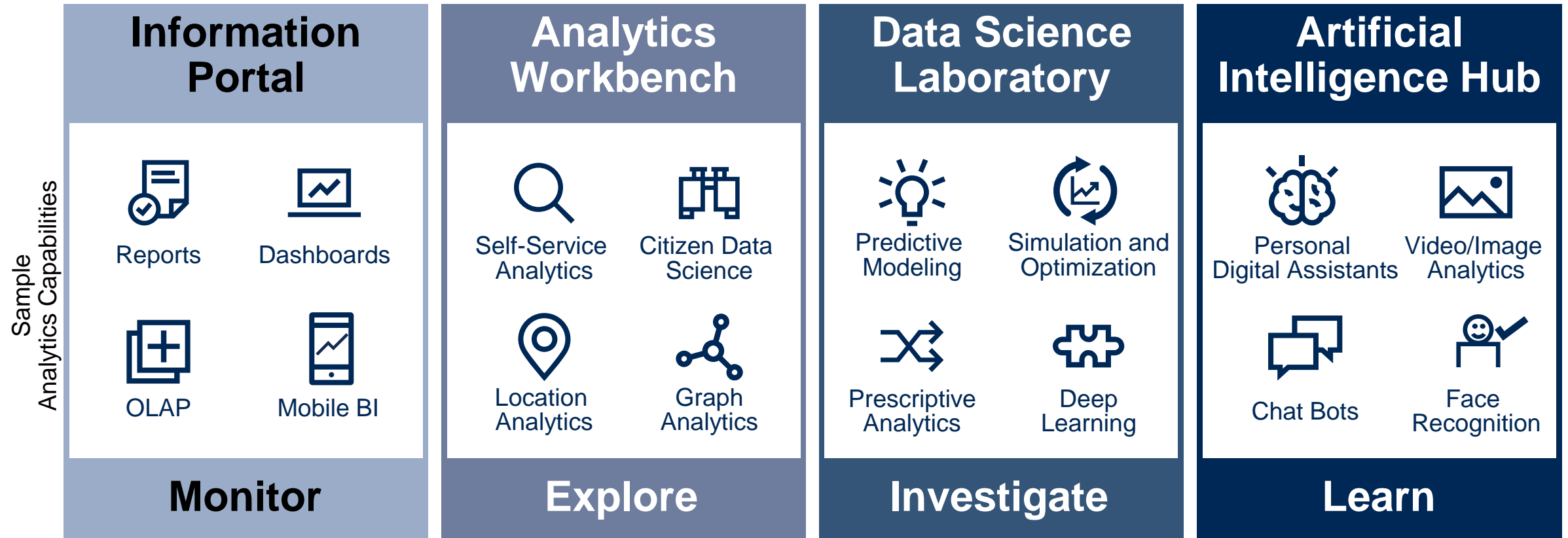
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Why Does Traditional BI Often Fail?

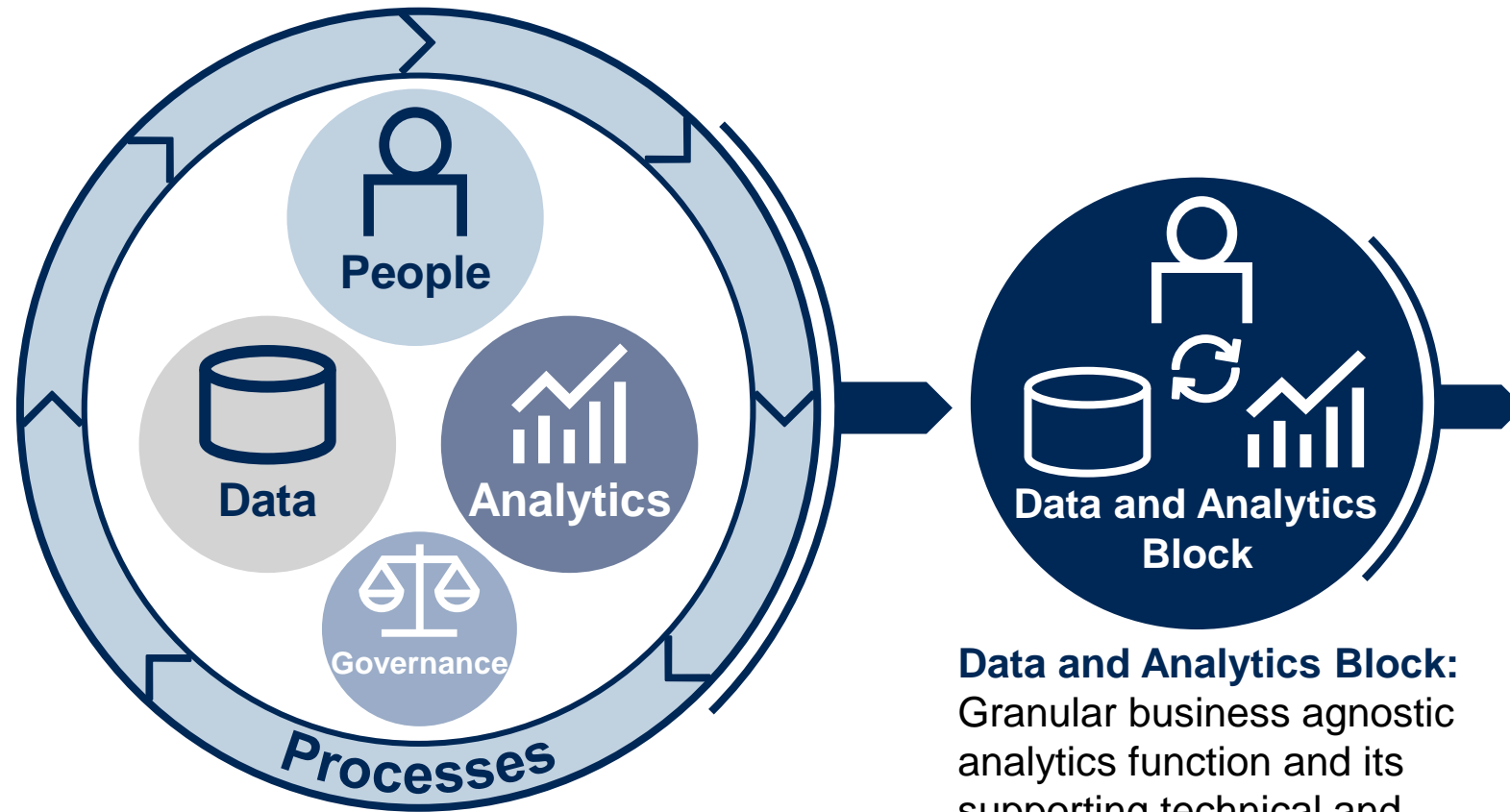


Self-Service Analytics Is a Fundamental Step Toward Advanced Analytics

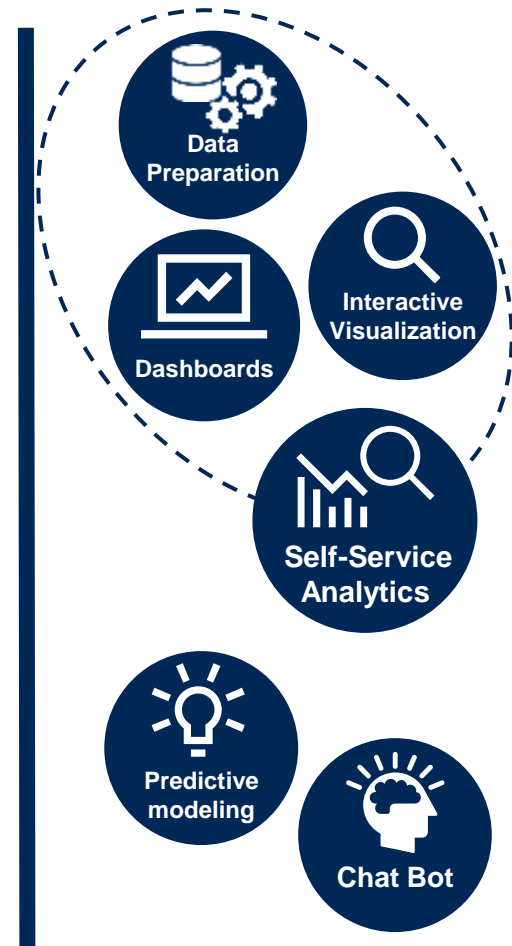


See [“Toolkit: Gartner Analytics Atlas,”](#) (G00343629) for a comprehensive list of data and analytics blocks

Data and Analytics Blocks

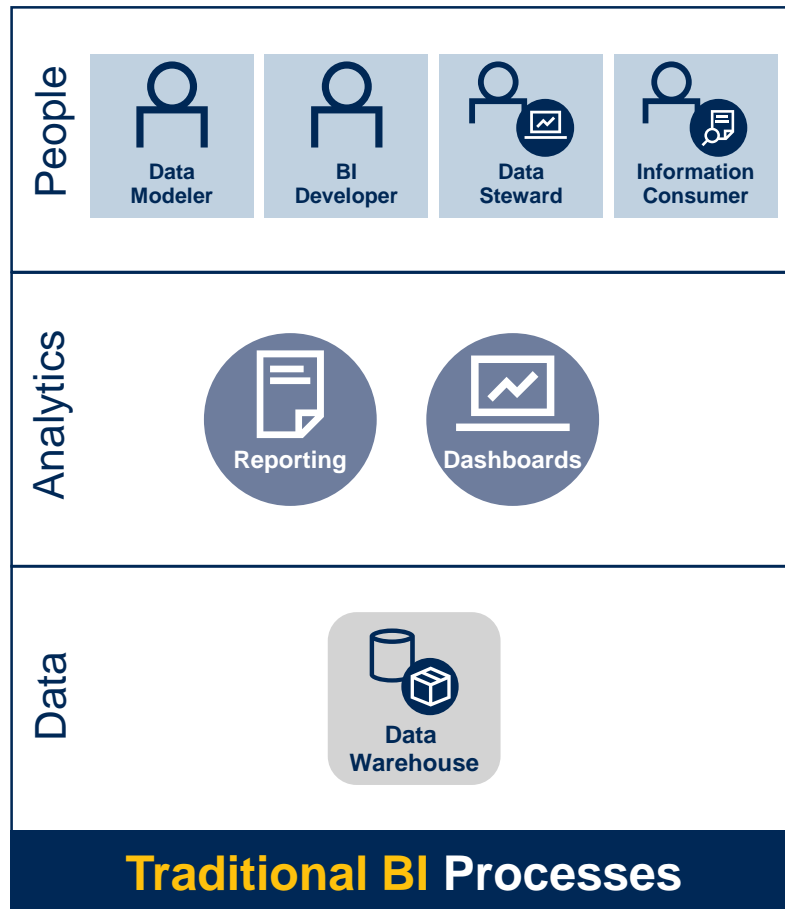


Data and Analytics Block:
Granular business agnostic analytics function and its supporting technical and organizational components, able to deliver narrow scope analytics outcomes.



Differences in Capabilities and Processes Between Traditional BI and Self-Service Analytics

Traditional BI

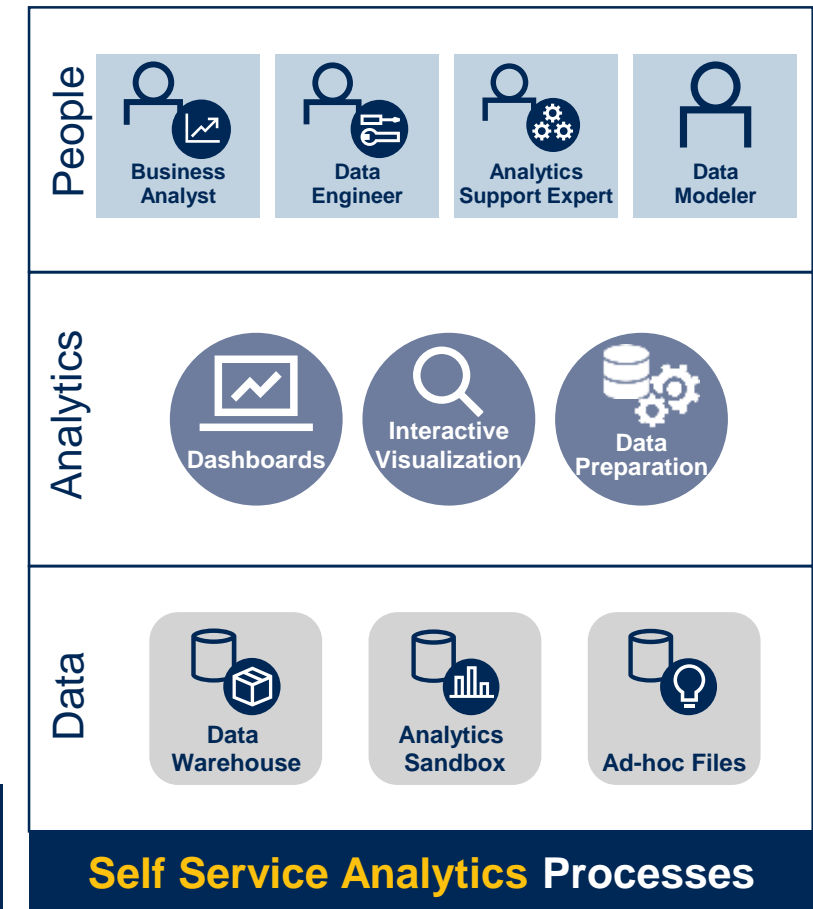


Self-service analytics is focused on:

- User empowerment and autonomy.
- Impacting the business performance.
- Opening access to data, rather than restricting it.
- Creating analytics diversity backed by analytics governance.
- Increasing analytics maturity.

**Changes in people, analytics, and data capabilities.
New analytics processes.**

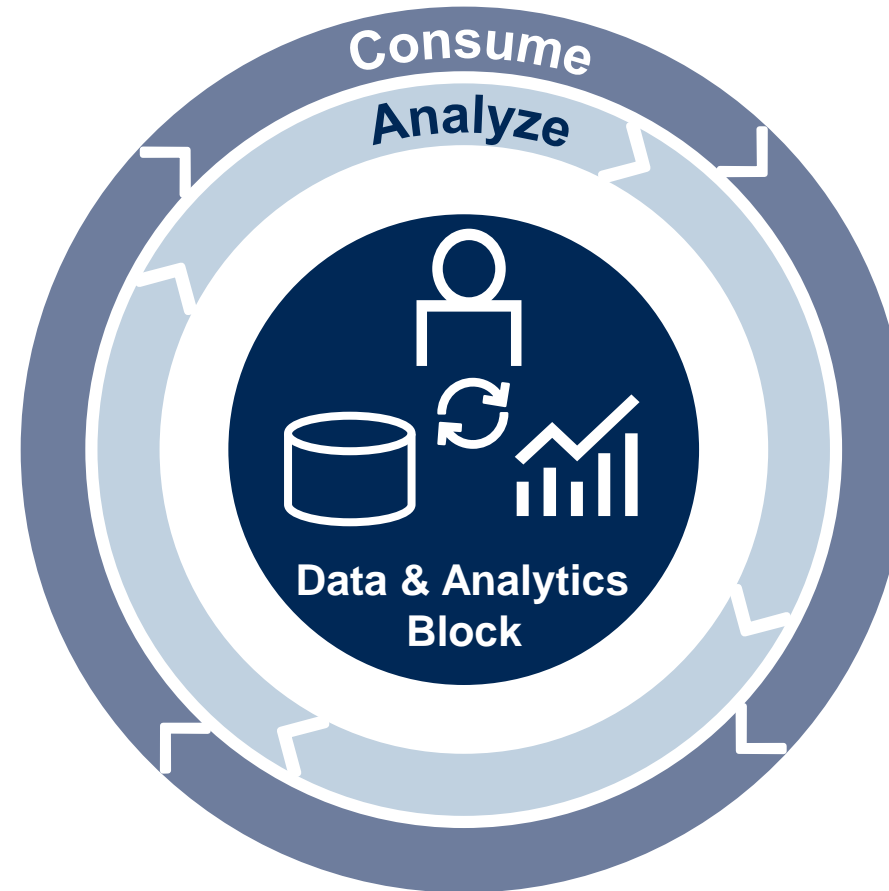
Self-Service Analytics



Key Issues

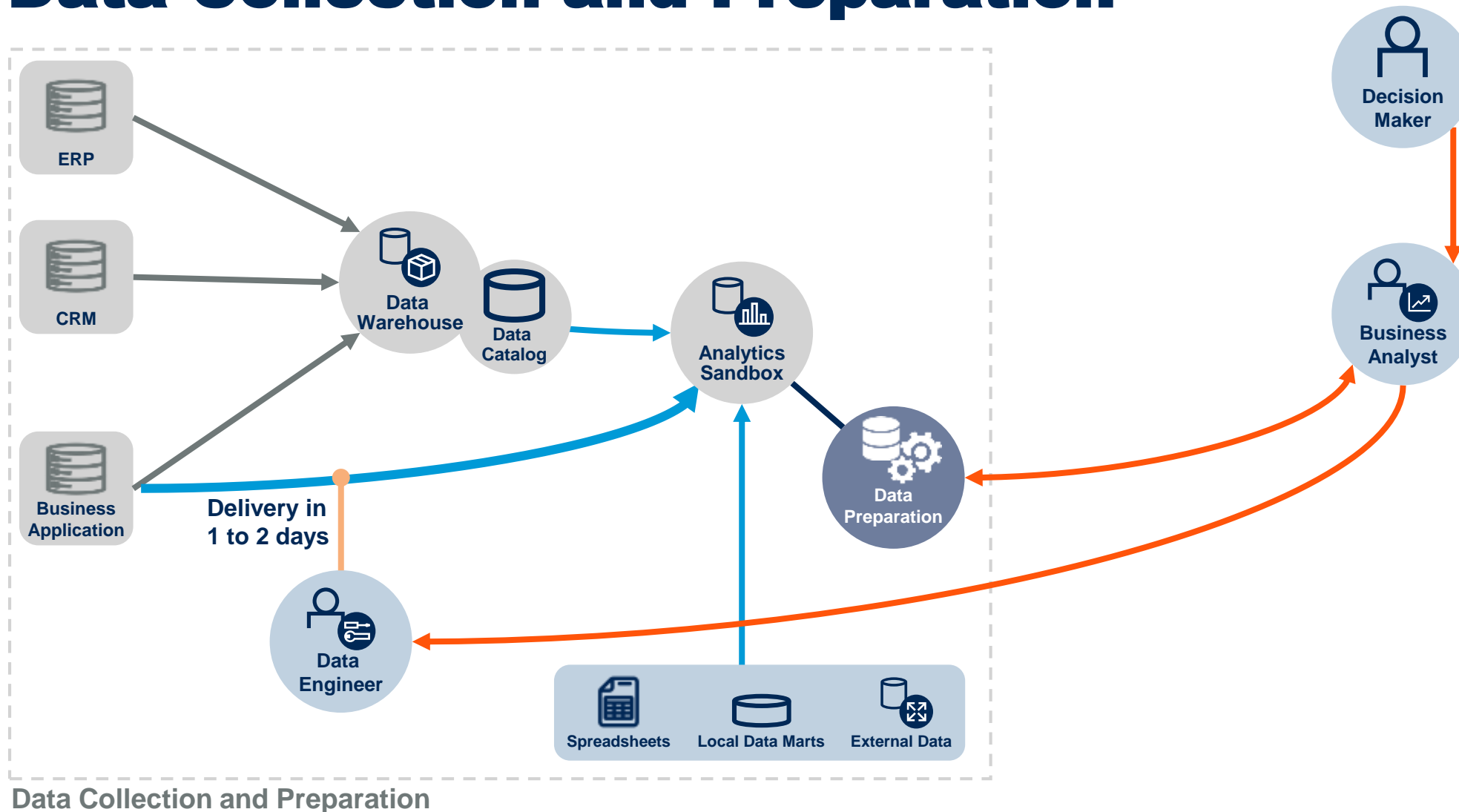
1. What Is Self-Service Analytics?
- 2. How to Start With Self-Service Analytics?**
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Data and Analytics Blocks Require Several Types of Processes

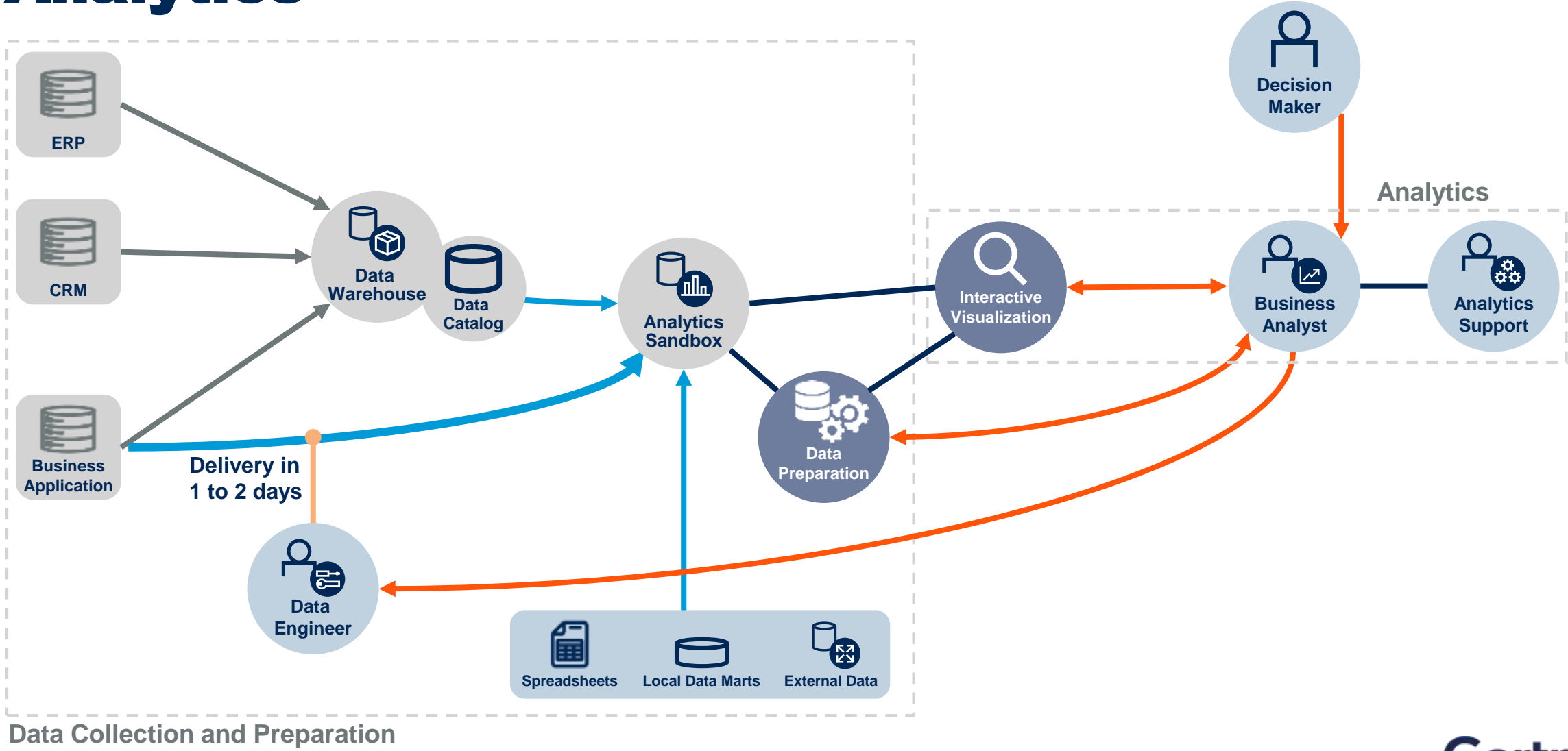


Operate

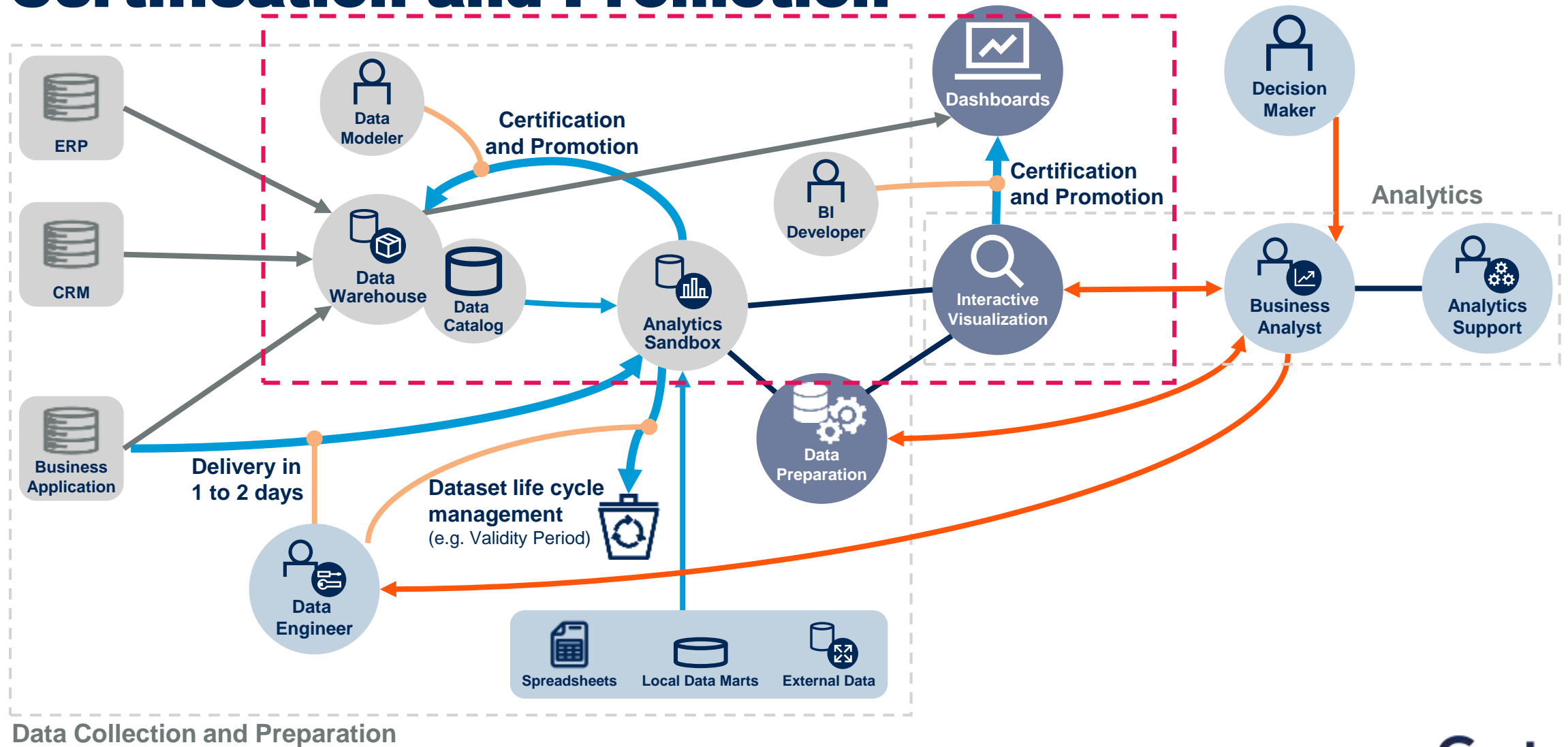
A Working Model for Self-Service Analytics: Data Collection and Preparation



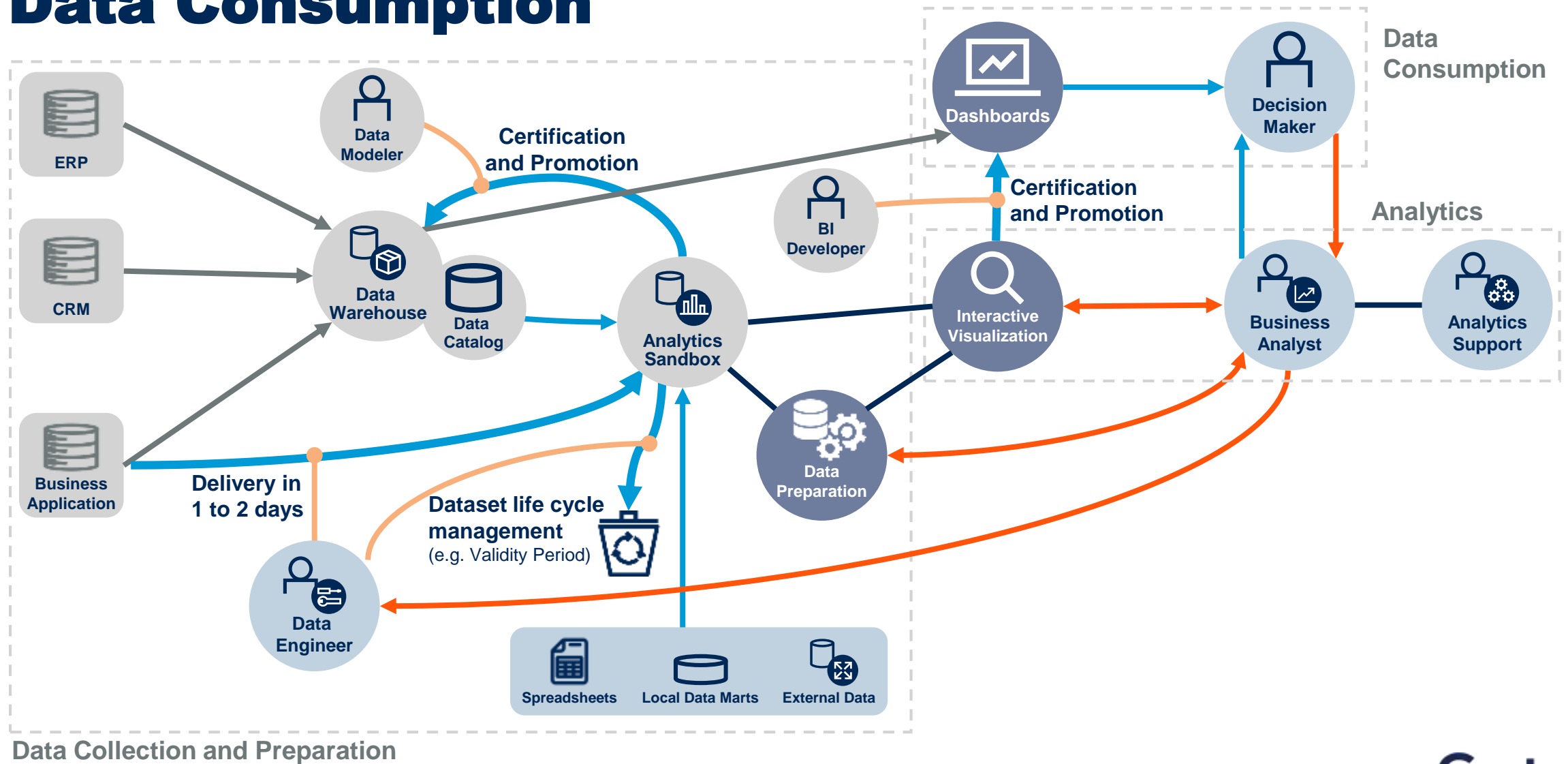
A Working Model for Self-Service Analytics: Analytics



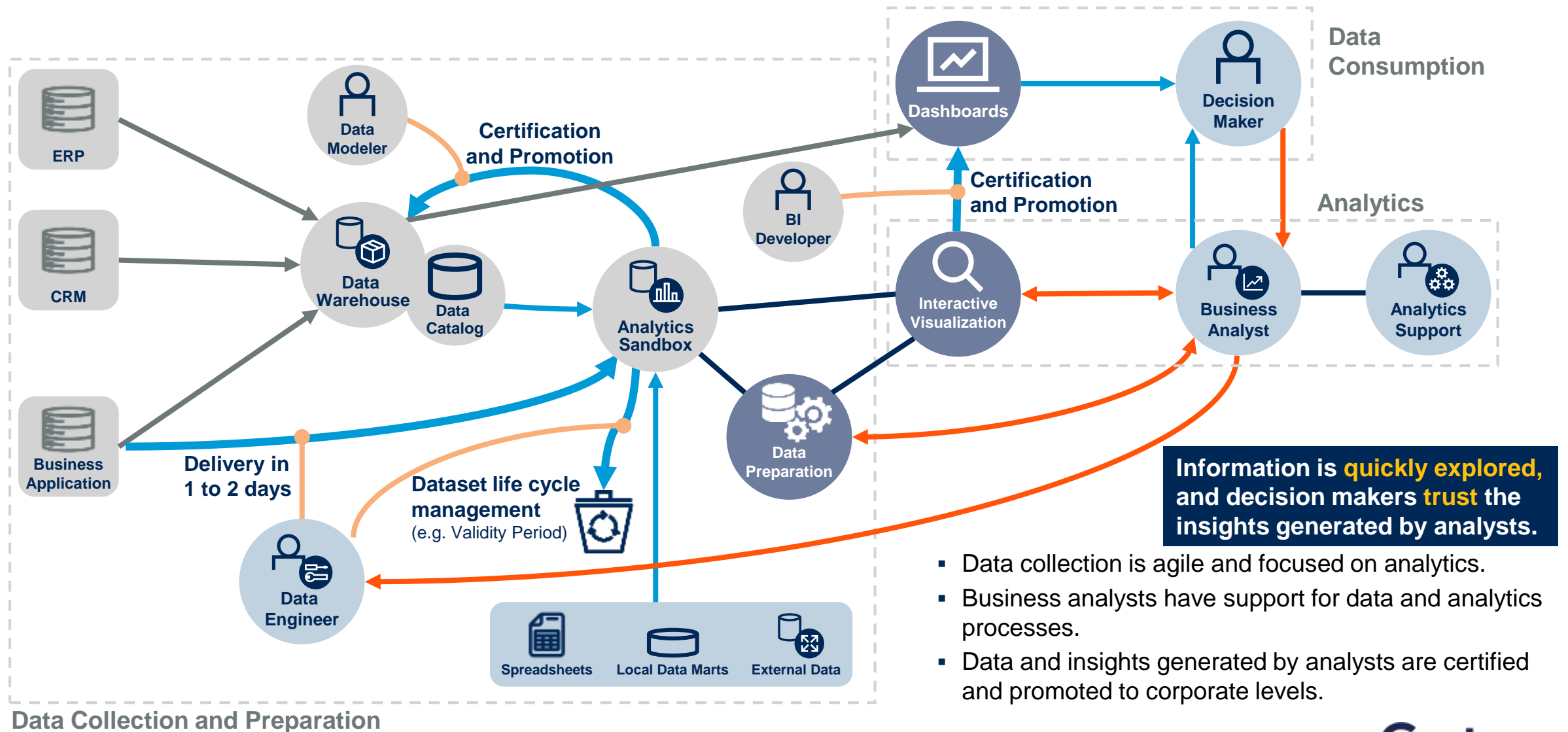
A Working Model for Self-Service Analytics: Certification and Promotion



A Working Model for Self-Service Analytics: Data Consumption

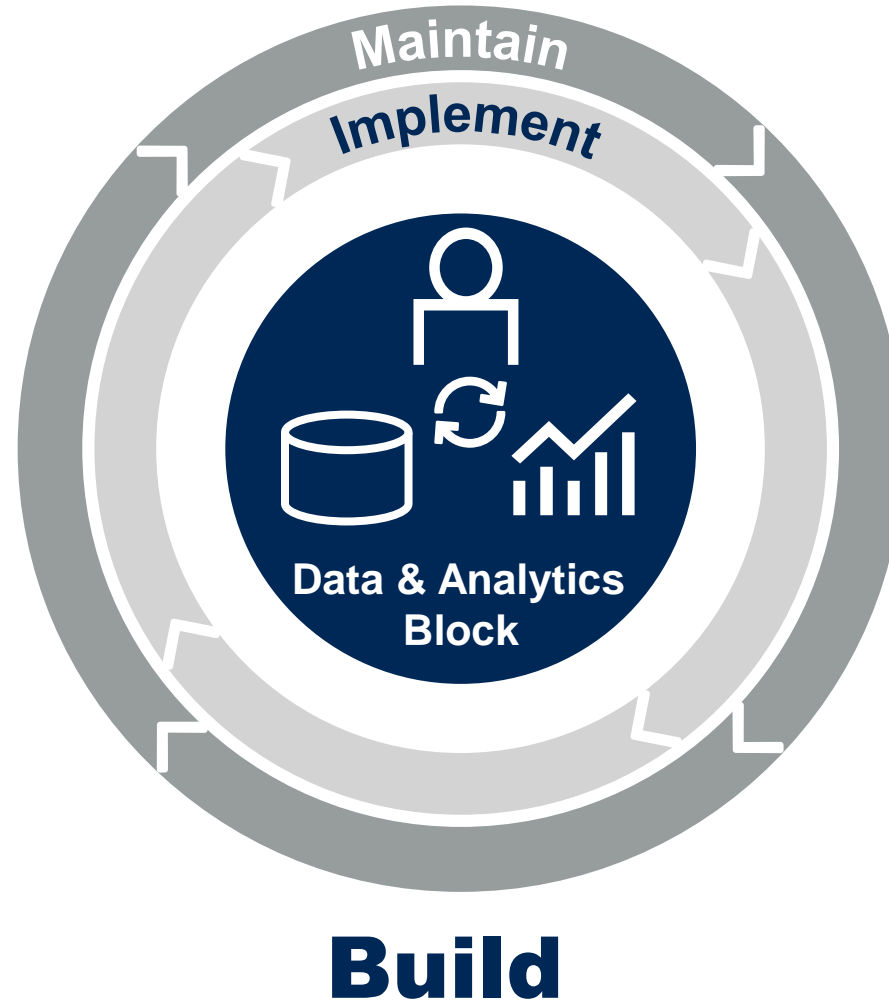


A Working Model for Self-Service Analytics

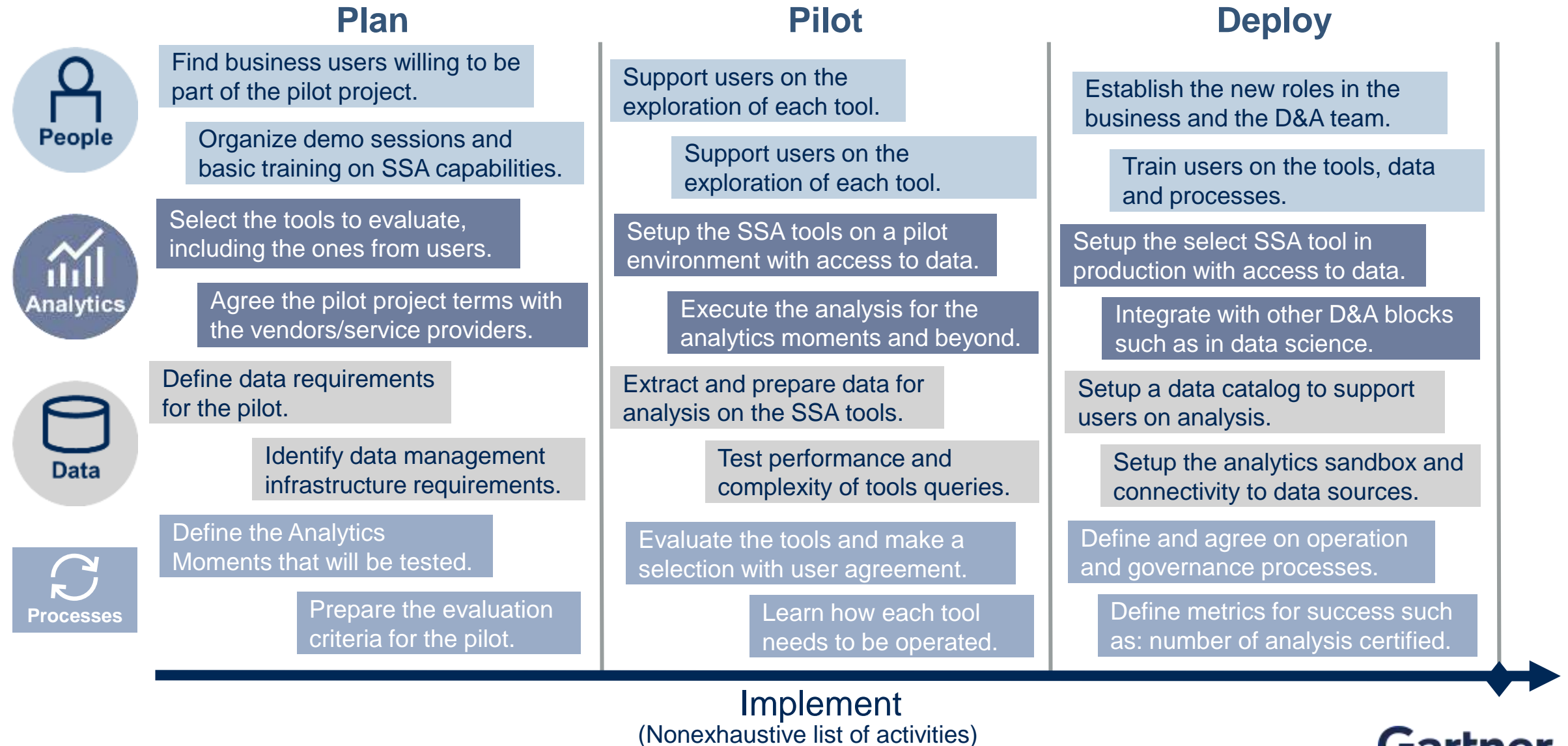


- Data collection is agile and focused on analytics.
- Business analysts have support for data and analytics processes.
- Data and insights generated by analysts are certified and promoted to corporate levels.

Data and Analytics Blocks Require Several Types of Processes



Build the Self-Service Analytics Block



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Find the Analytics Moments That Support the Delivery of Your Business Outcomes

Analytics Moments

Analytical processes that support the delivery of business outcomes by visualizing, exploring and applying algorithms to data, to make better or faster decisions and automate business processes.

Business Outcomes



People



Data



Analytics

Analytics moments happen when people and analytics meet data and create a business outcome.

Find an Analytics Moment Where Self-Service Analytics Supports a Business Outcome

Analytics Moments



Infer customer satisfaction from outbound campaign calls **voice** recordings.

Recommend next best offer for customers while they're navigating on the web site.

Predict probability of purchase to include customers on outbound campaigns.

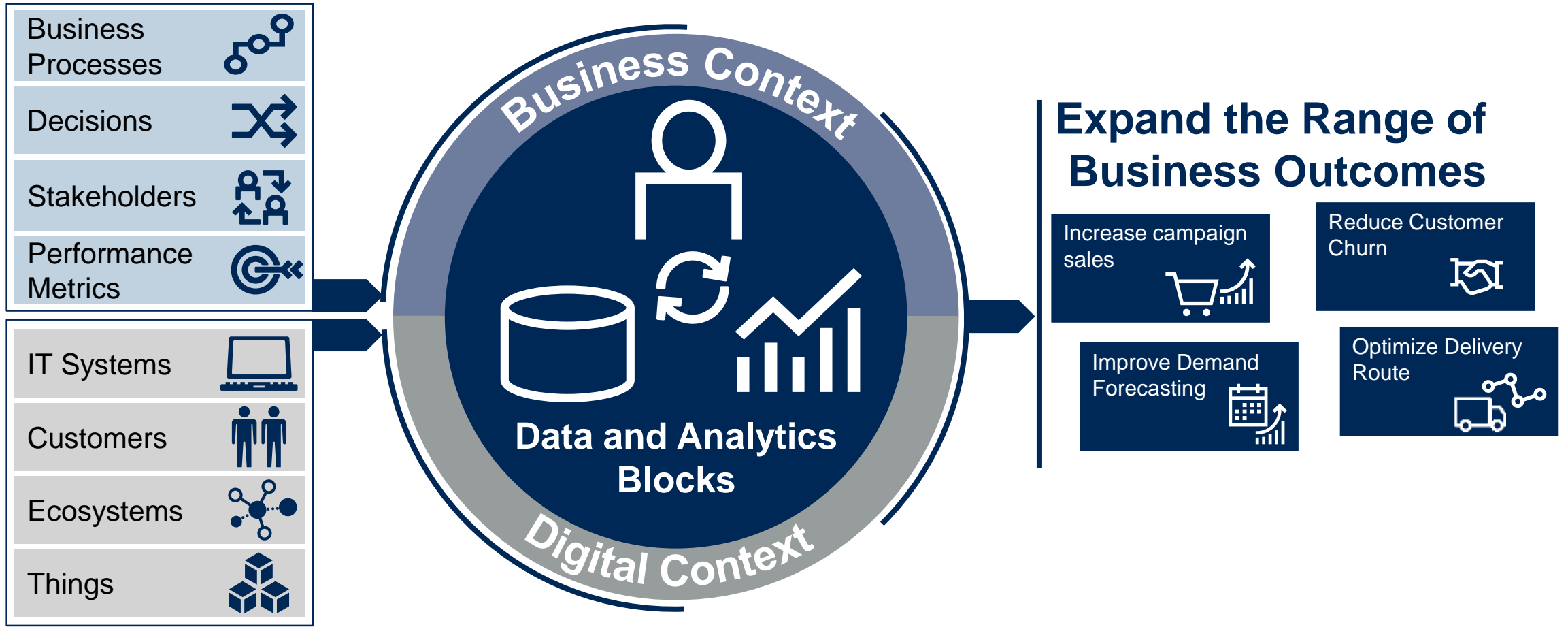
Analyze sales by segment, product and region to understand behaviors.

Increase campaign sales



The delivery of Analytics Moments will support users' engagement and increase the likelihood of success.

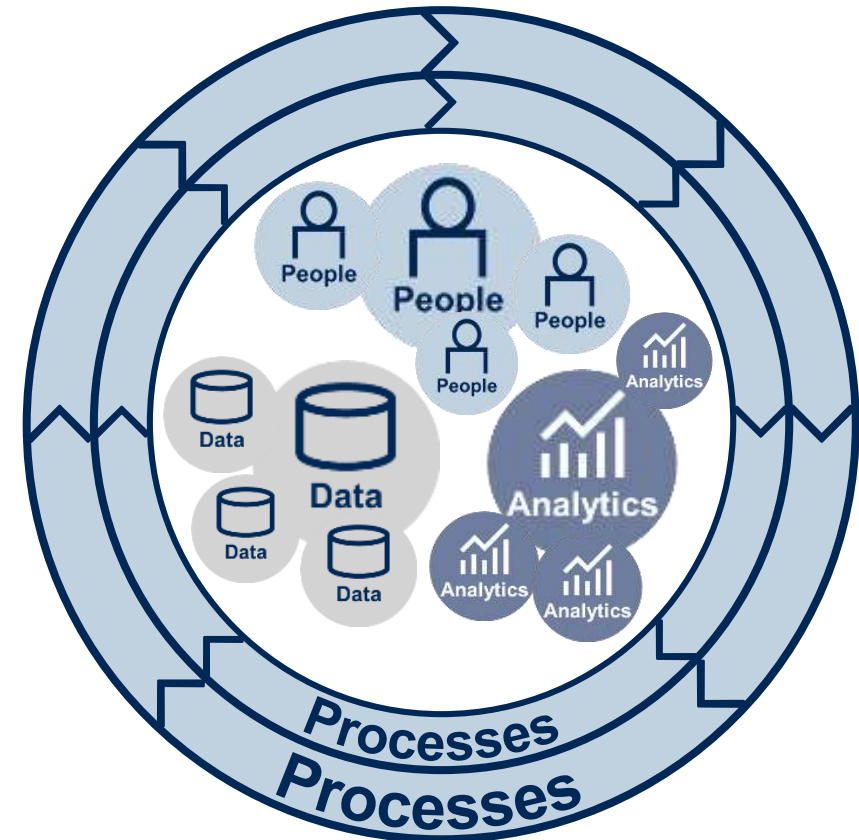
Support Broader Business and Digital Context to Deliver High Impact on More Business Outcomes



Data and Analytics Blocks Need to Grow While Blending With the Existing Analytics Landscape



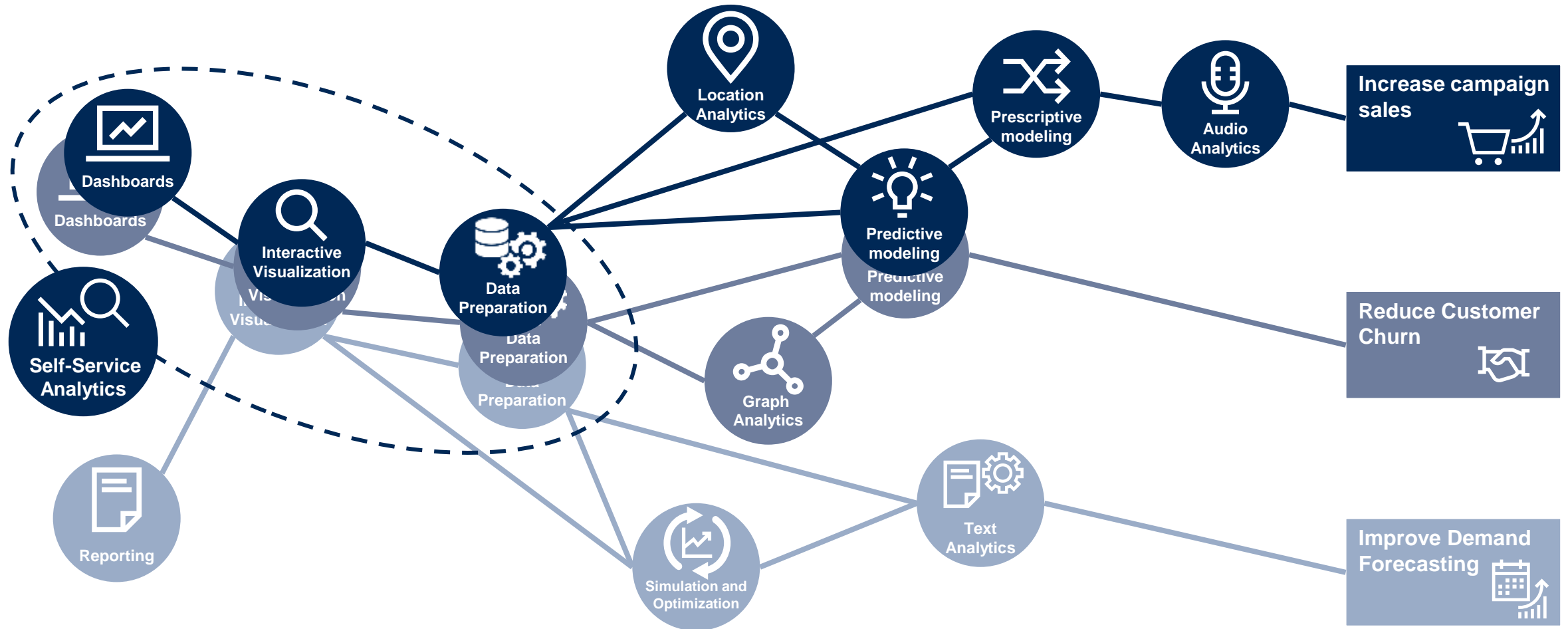
Expand



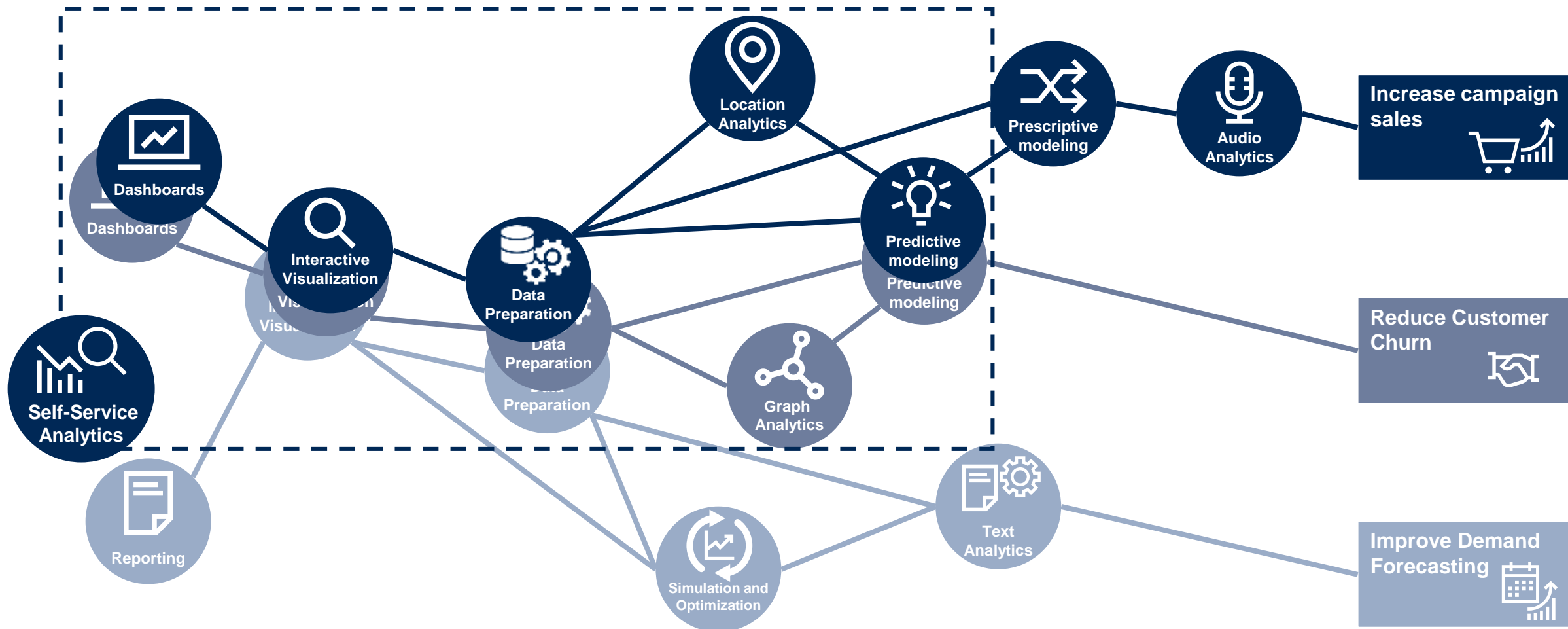
Converge

Gartner®

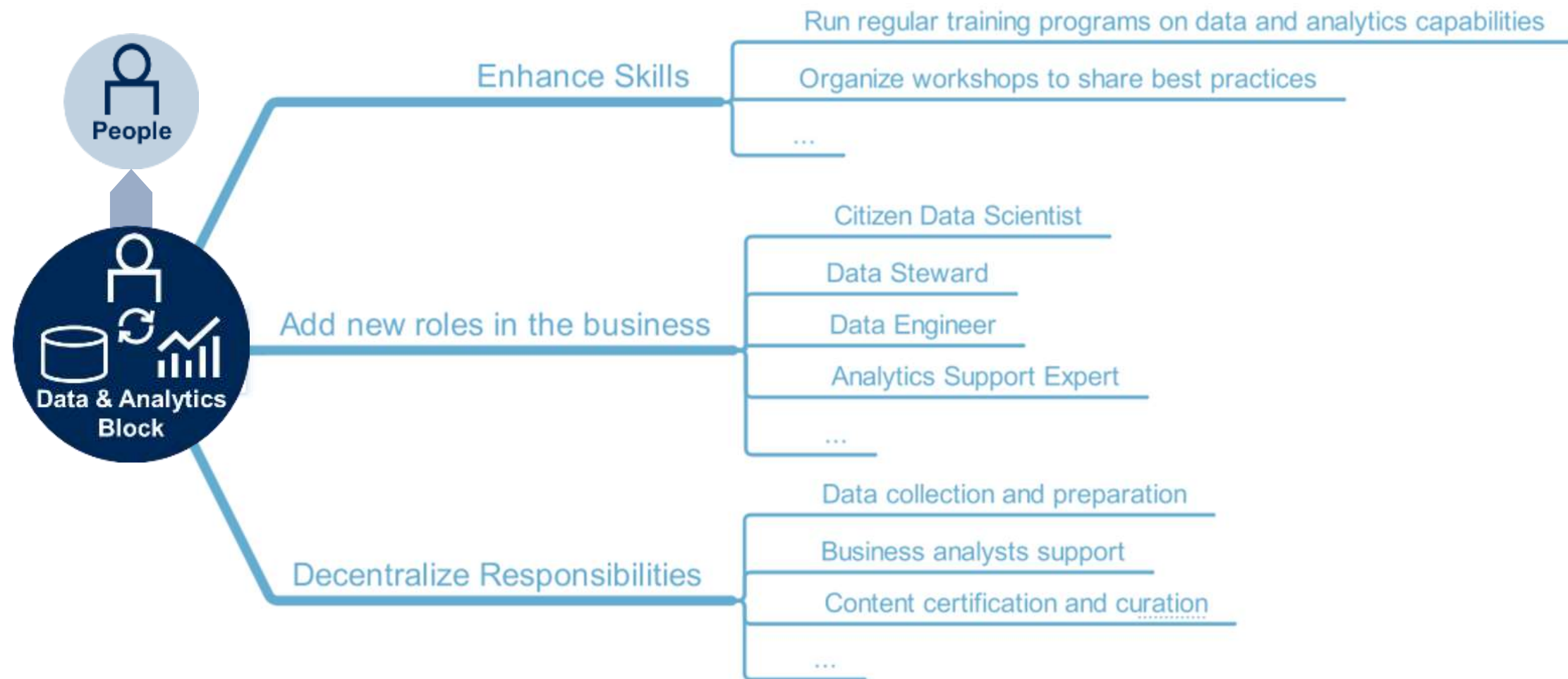
Expand Your Data and Analytics Platform but Keep Self-Service Analytics at the Core



Evolve the Capabilities of Self-Service Analytics: People, Analytics, Data (and Processes)

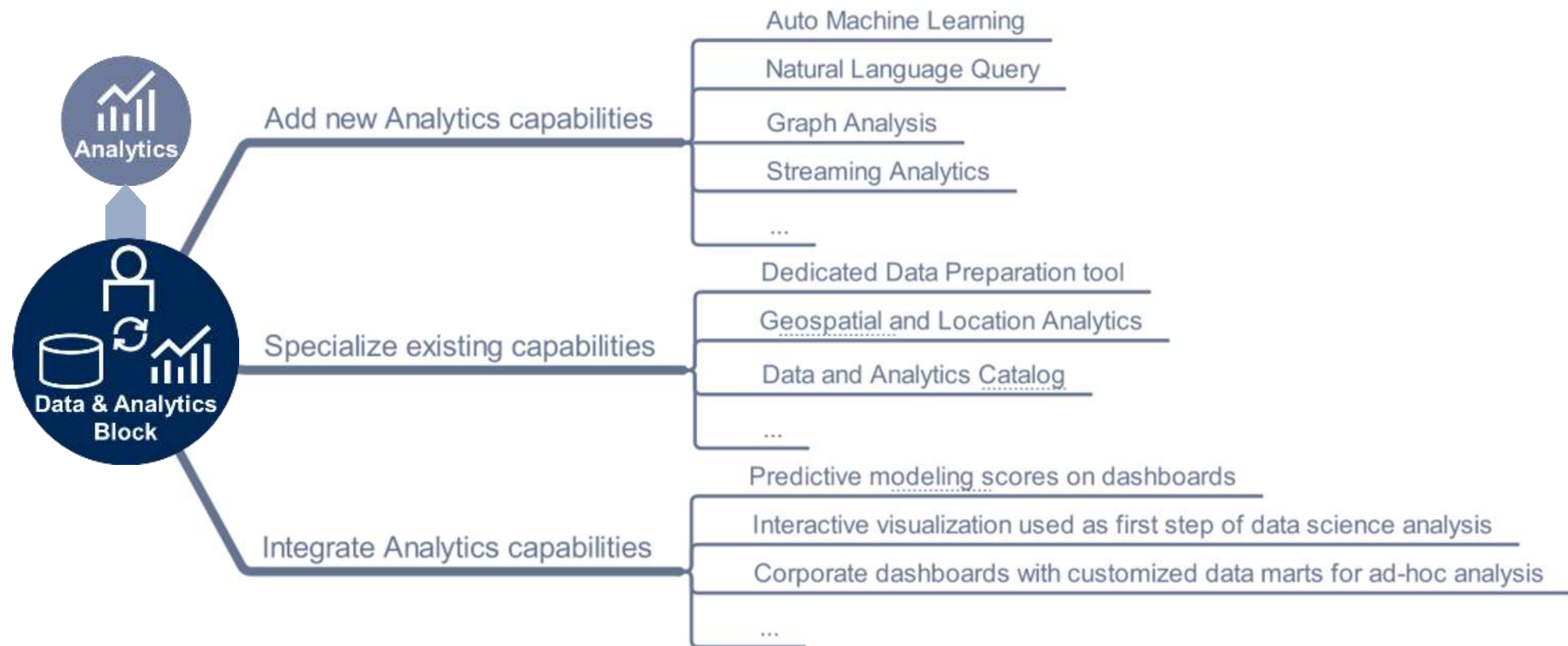


Evolve People



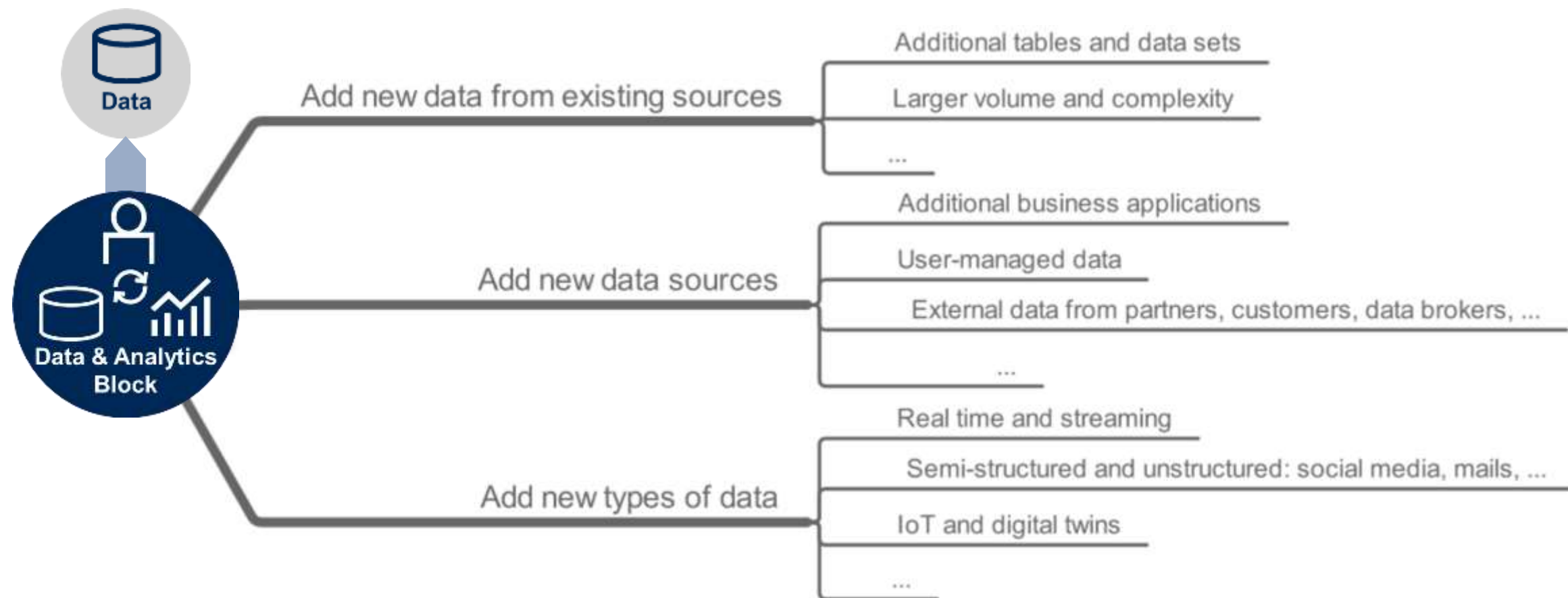
Sample list of evolution options

Evolve Analytics



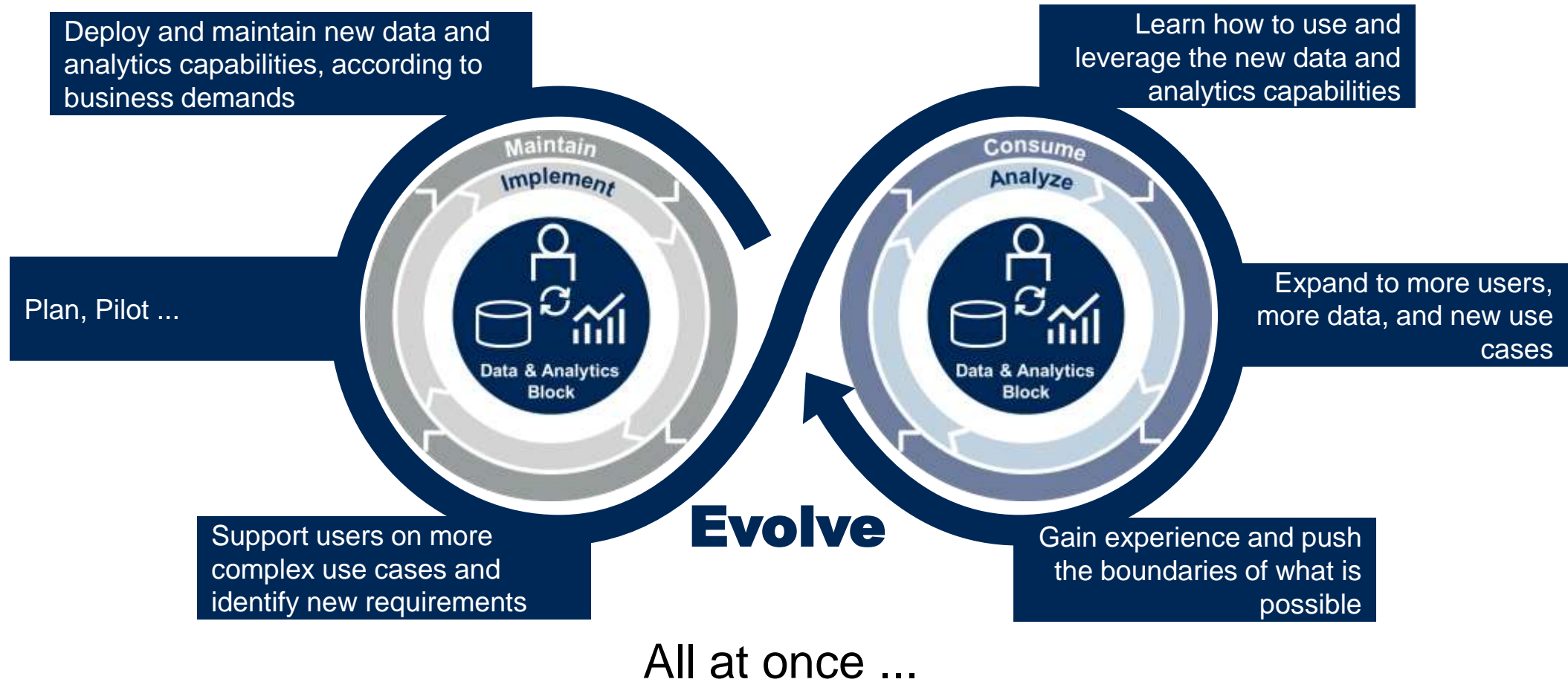
Sample list of evolution options

Evolve Data



Sample list of evolution options

Data and Analytics Evolution Is Collaboration Between the Business and Technology



Recommendations

- ✓ Assess the current status of traditional BI and self-service analytics initiatives in the organization.
- ✓ Prepare a roll-out plan that will include pilot projects with business users to gain engagement and increase awareness.
- ✓ Select a sample of Analytics Moments and deliver them addressing all the components of the data and analytics blocks.
- ✓ Expand the business and digital context of your analytics initiative, to support more business outcomes, while merging with the existing analytics landscape.
- ✓ Establish a cycle of continuous data and analytics evolution: Plan, Pilot, Deploy, Learn, Use, Expand, Stretch, Support ... Plan, Pilot, Deploy, Learn, Use ...

Recommended Gartner Research

- ▶ [Augmented Analytics Is the Future of Data and Analytics](#)
Rita Sallam, Cindi Howson and Carlie Idoine (G00375087)
- ▶ [Gartner Analytics Evolution Framework](#)
Joao Tapadinhas and Shubhangi Vashisth (G00368793)
- ▶ [Create a Centralized and Decentralized Organizational Model for Analytics](#)
Kurt Schlegel and Frank Buytendijk (G00340483)
- ▶ [How to Design an Effective Training Program for Analytics Skills](#)
Melody Chien and Alan D. Duncan (G00332030)