Gartner Data & Analytics Summit

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How to Start, Evolve and Expand Self-Service Analytics

Joao Tapadinhas

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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?

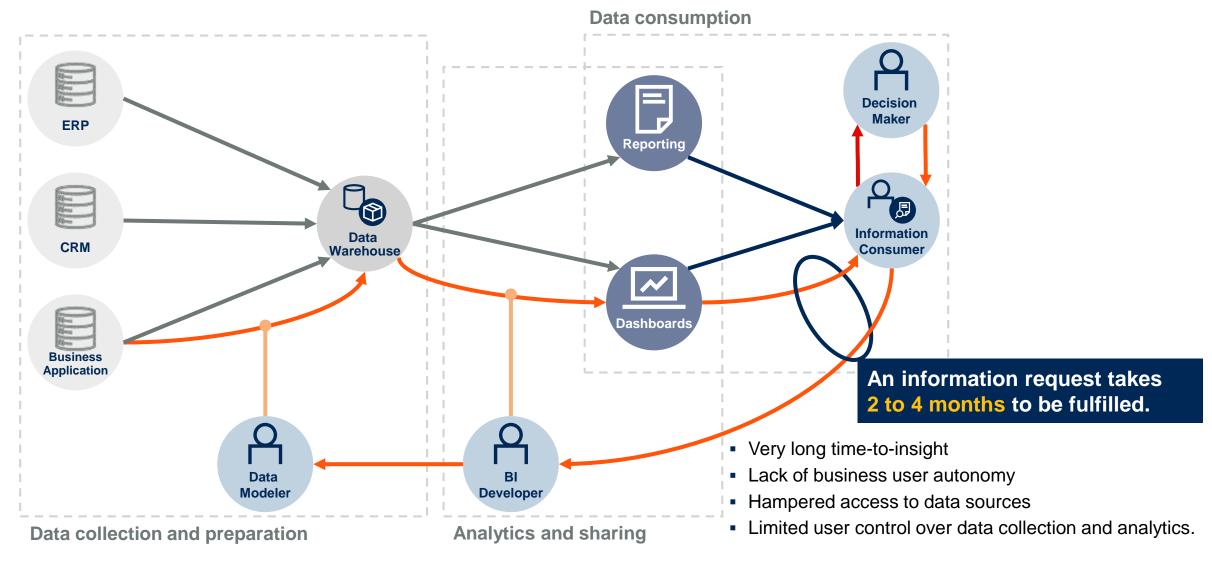


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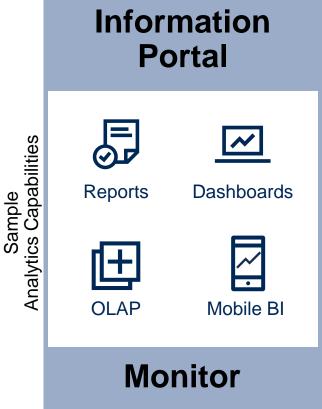


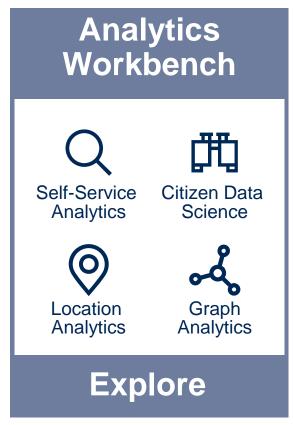
Why Does Traditional BI Often Fail?

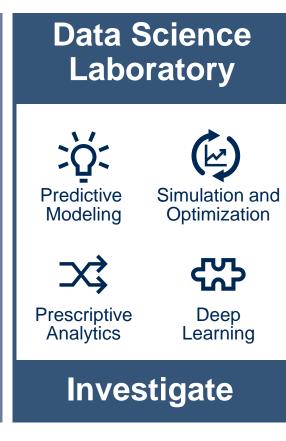


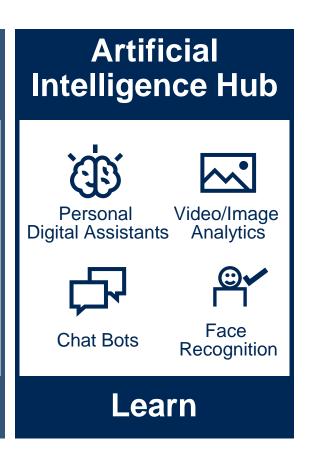


Self-Service Analytics Is a Fundamental Step Toward Advanced Analytics

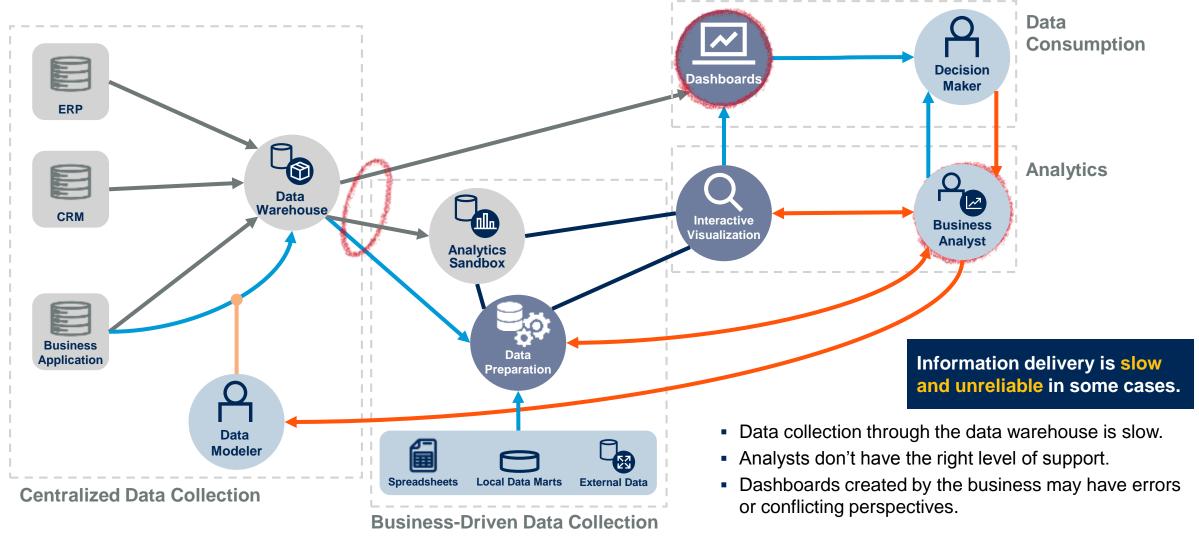






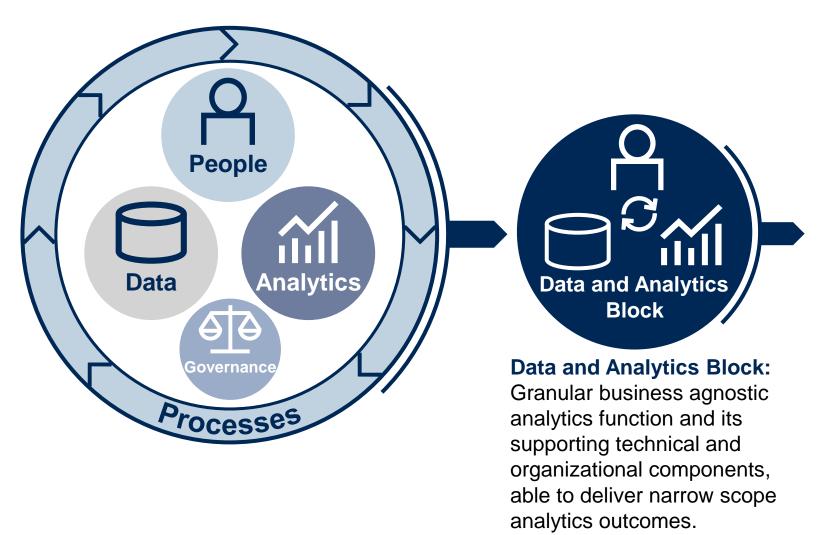


How to Fall Short With Pseudo Self-Service





Data and Analytics Blocks

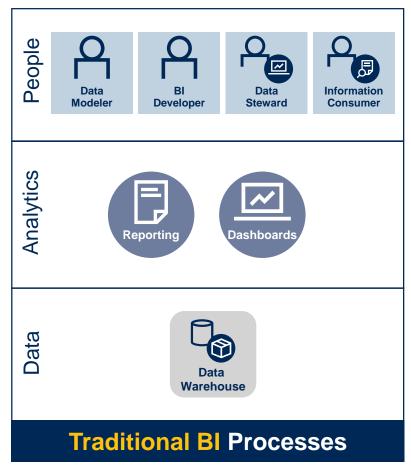






Differences in Capabilities and Processes Between Traditional BI and Self-Service Analytics

Traditional BI

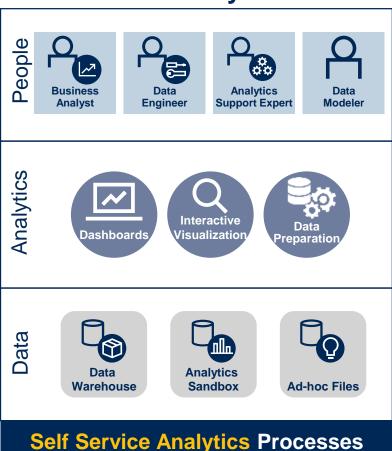


Self-service analytics is focused on:

- 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



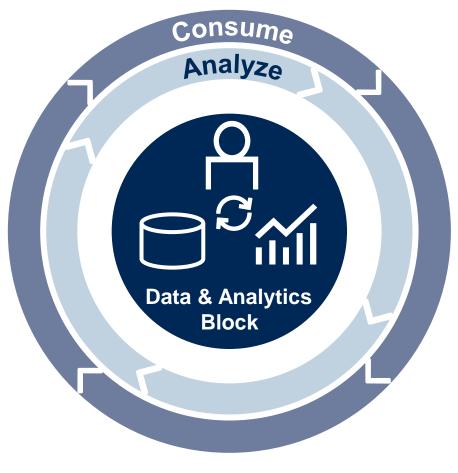


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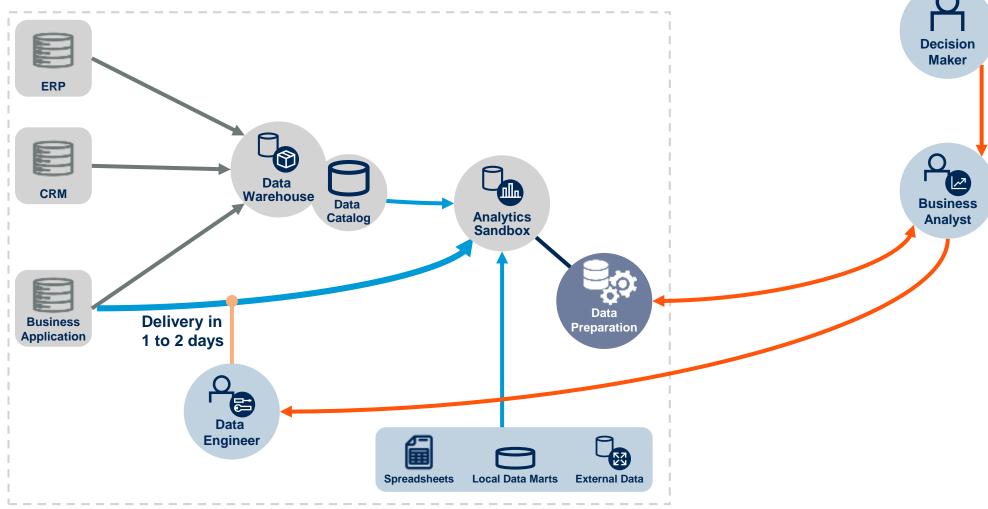
Data and Analytics Blocks Require Several Types of Processes



Operate



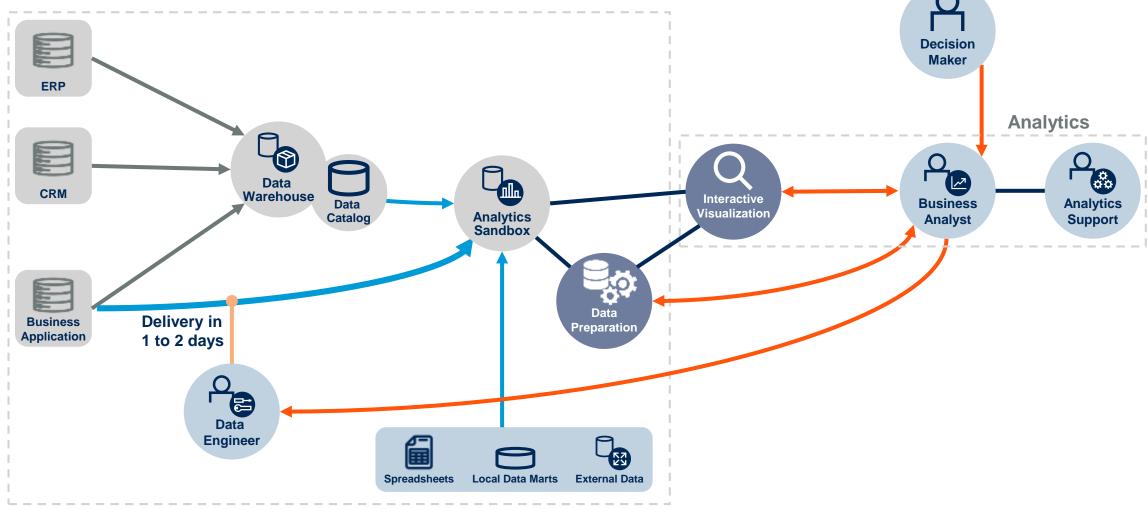
A Working Model for Self-Service Analytics: Data Collection and Preparation



Data Collection and Preparation



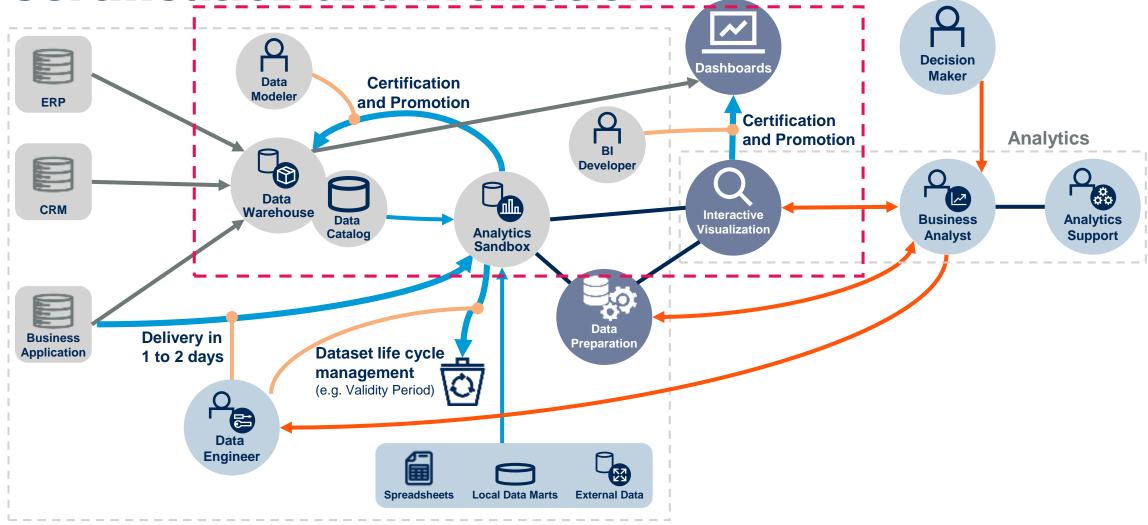
A Working Model for Self-Service Analytics: Analytics



Data Collection and Preparation



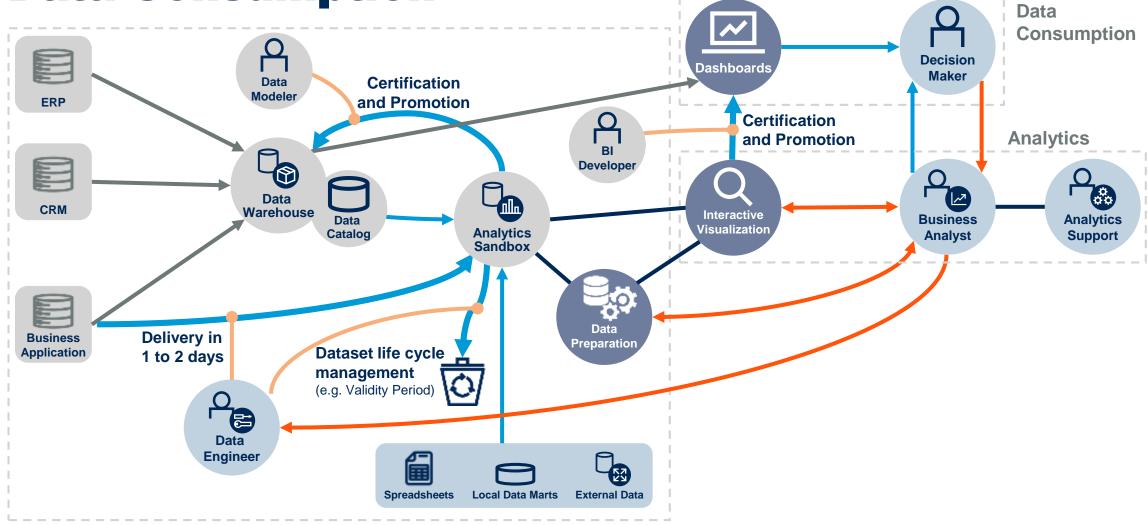
A Working Model for Self-Service Analytics: **Certification and Promotion**







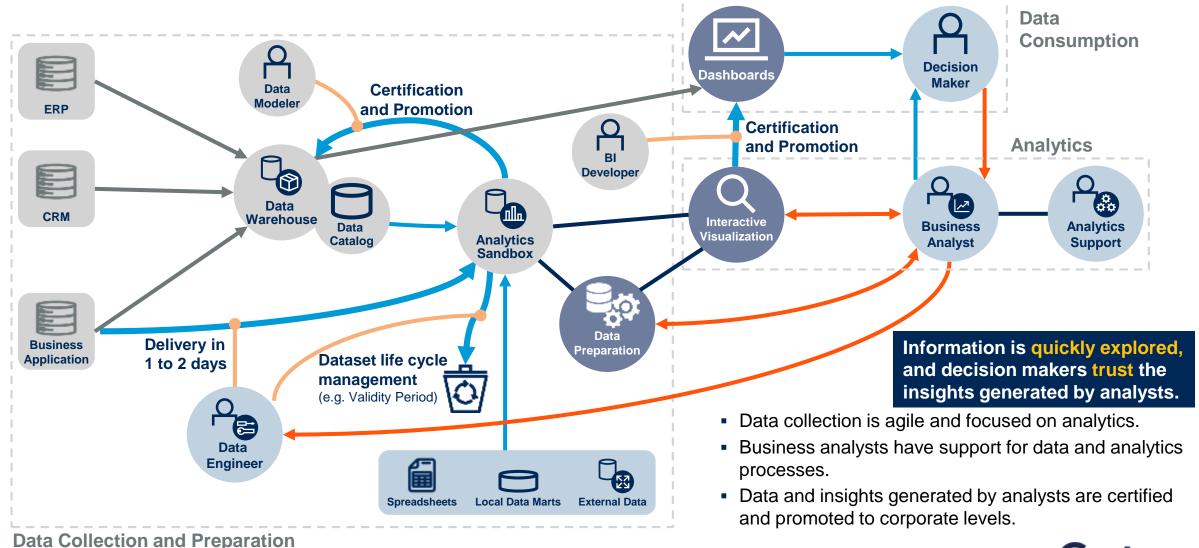
A Working Model for Self-Service Analytics: Data Consumption



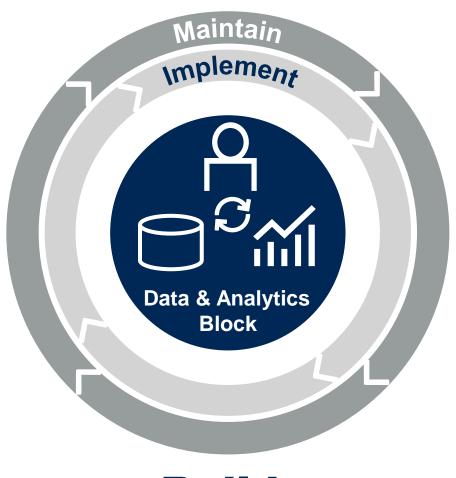


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A Working Model for Self-Service Analytics



Data and Analytics Blocks Require Several Types of Processes







Build the Self-Service Analytics Block



Find business users willing to be part of the pilot project.

Organize demo sessions and basic training on SSA capabilities.



People

Select the tools to evaluate, including the ones from users.

> Agree the pilot project terms with the vendors/service providers.



Define data requirements for the pilot.

> Identify data management infrastructure requirements.



Define the Analytics Moments that will be tested.

> Prepare the evaluation criteria for the pilot.

Pilot

Support users on the exploration of each tool.

> Support users on the exploration of each tool.

Setup the SSA tools on a pilot environment with access to data.

> Execute the analysis for the analytics moments and beyond.

Extract and prepare data for analysis on the SSA tools.

> Test performance and complexity of tools queries.

Evaluate the tools and make a selection with user agreement.

> Learn how each tool needs to be operated.

Deploy

Establish the new roles in the business and the D&A team.

> Train users on the tools, data and processes.

Setup the select SSA tool in production with access to data.

> Integrate with other D&A blocks such as in data science.

Setup a data catalog to support users on analysis.

Setup the analytics sandbox and connectivity to data sources.

Define and agree on operation and governance processes.

Define metrics for success such as: number of analysis certified.





Key Issues

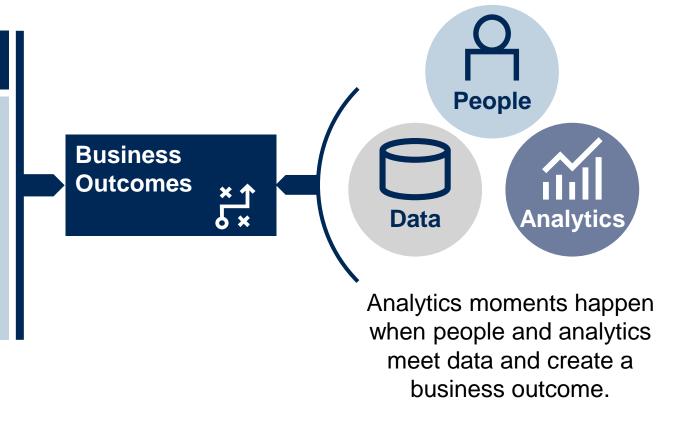
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Find the Analytics Moments That Support the **Delivery of Your Business Outcomes**

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.



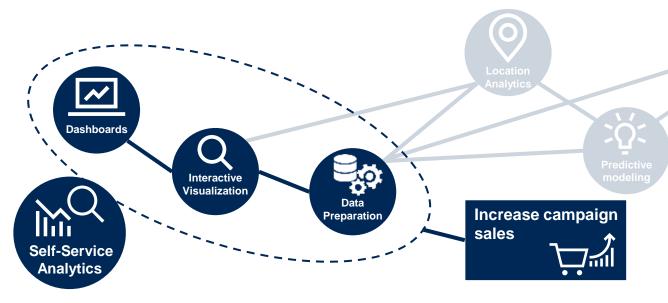


Find an Analytics Moment Where Self-Service **Analytics Supports a Business Outcome**



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

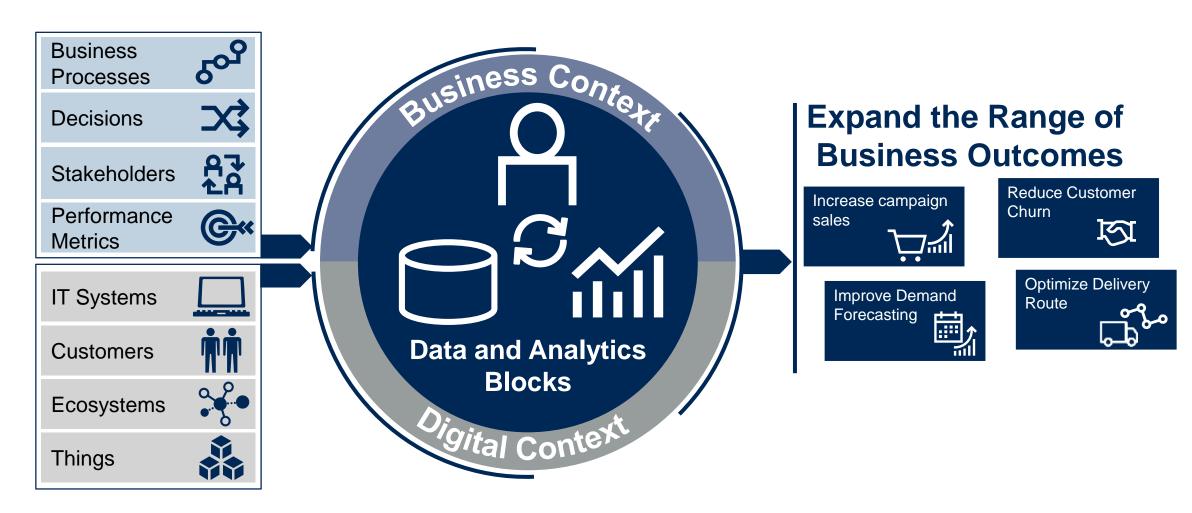




The delivery of Analytics Moments will support users' engagement and increase the likelihood of success.

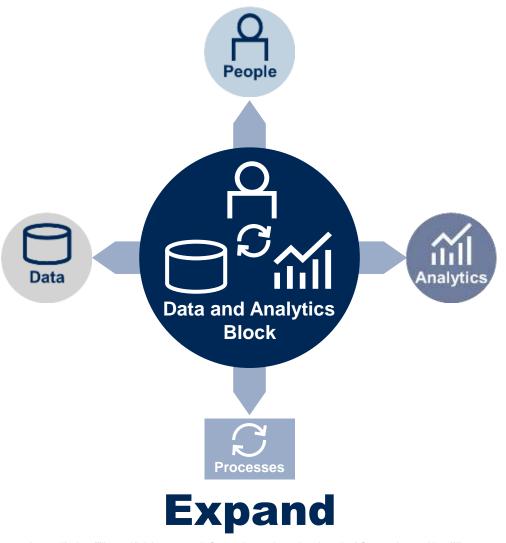


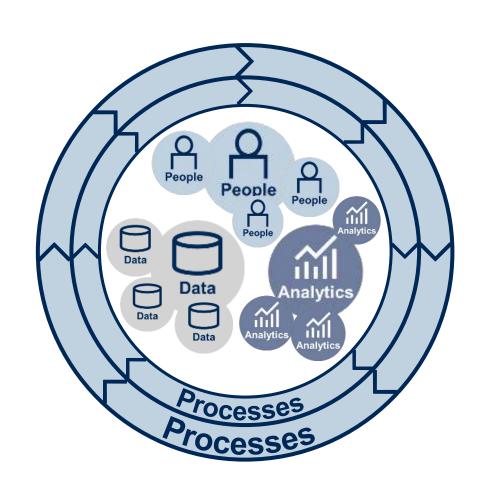
Support Broader Business and Digital Context to **Deliver High Impact on More Business Outcomes**





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

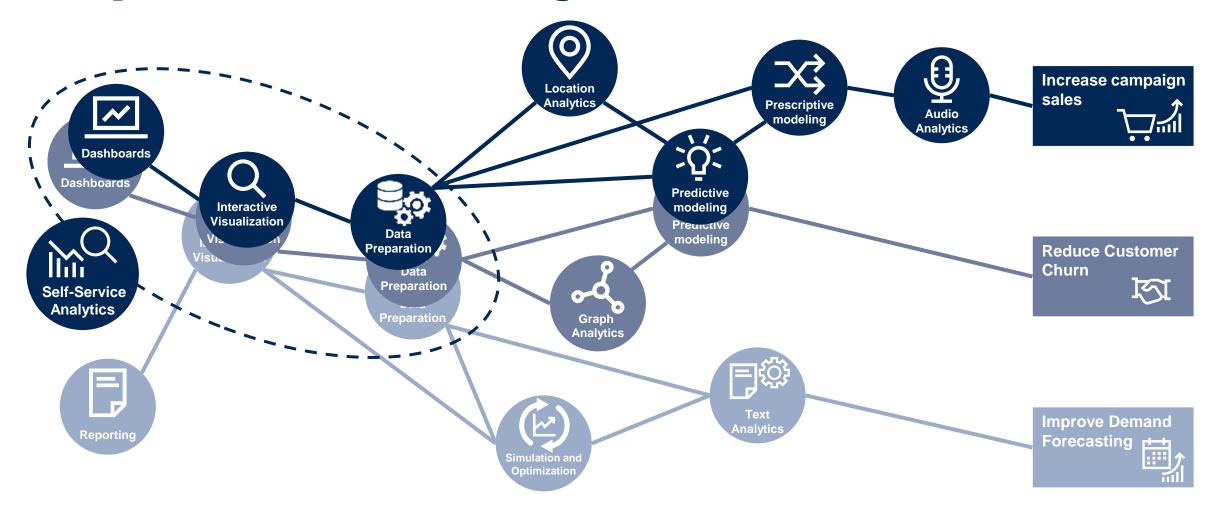




Converge

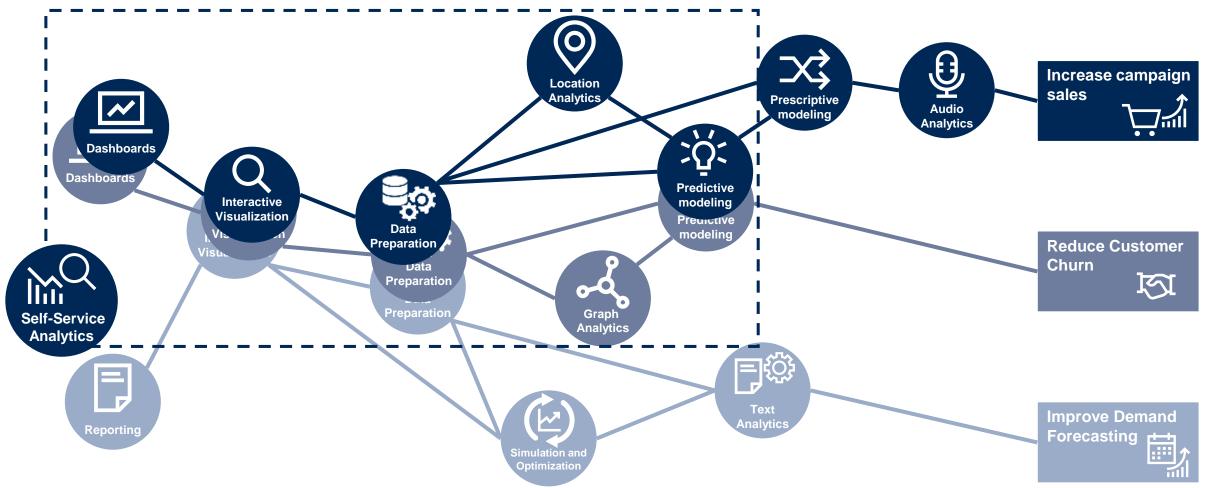


Expand Your Data and Analytics Platform but Keep Self-Service Analytics at the Core



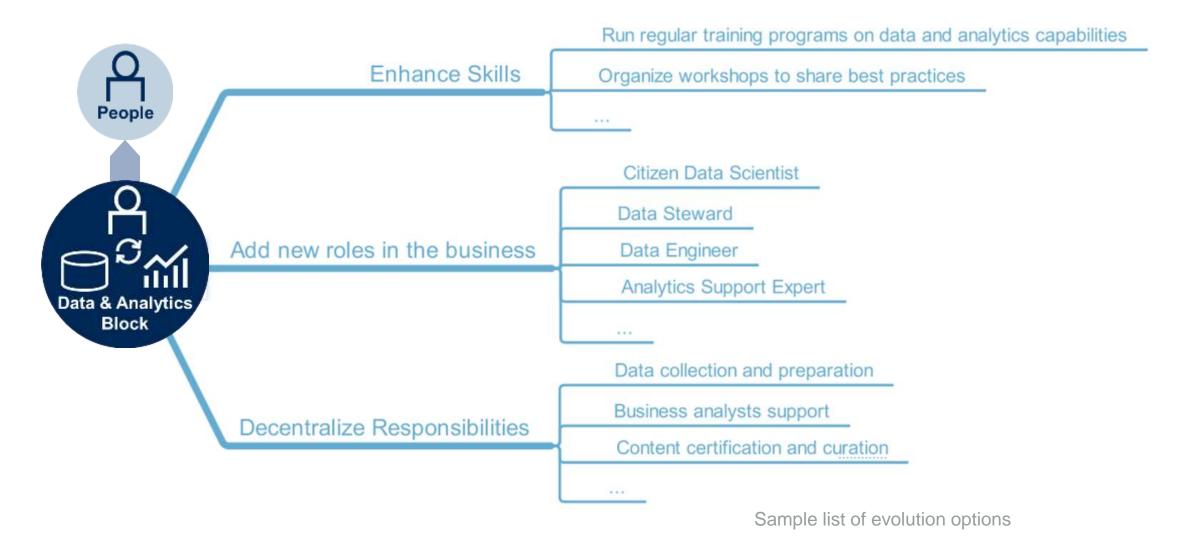


Evolve the Capabilities of Self-Service Analytics: People, Analytics, Data (and Processes)



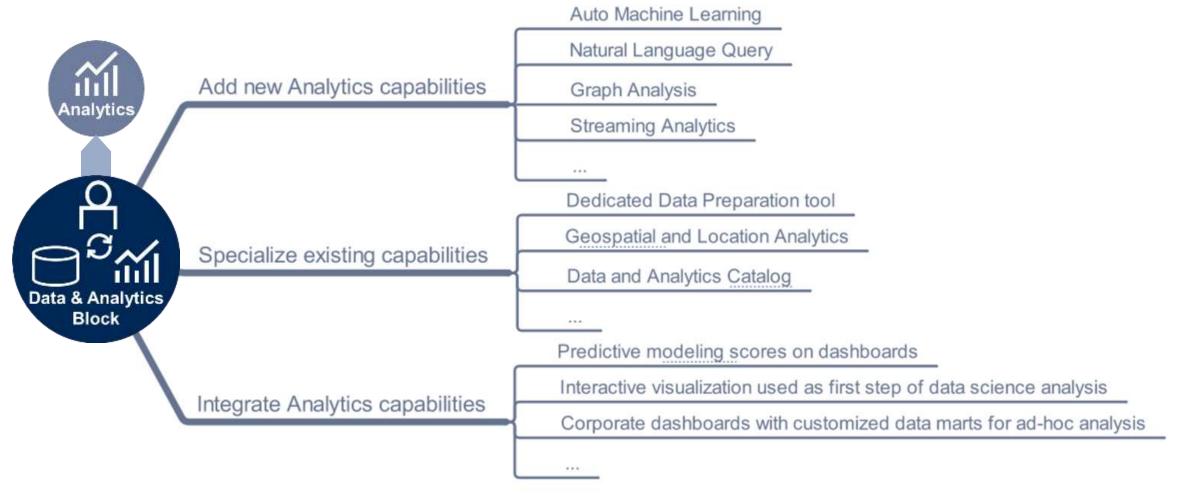


Evolve People





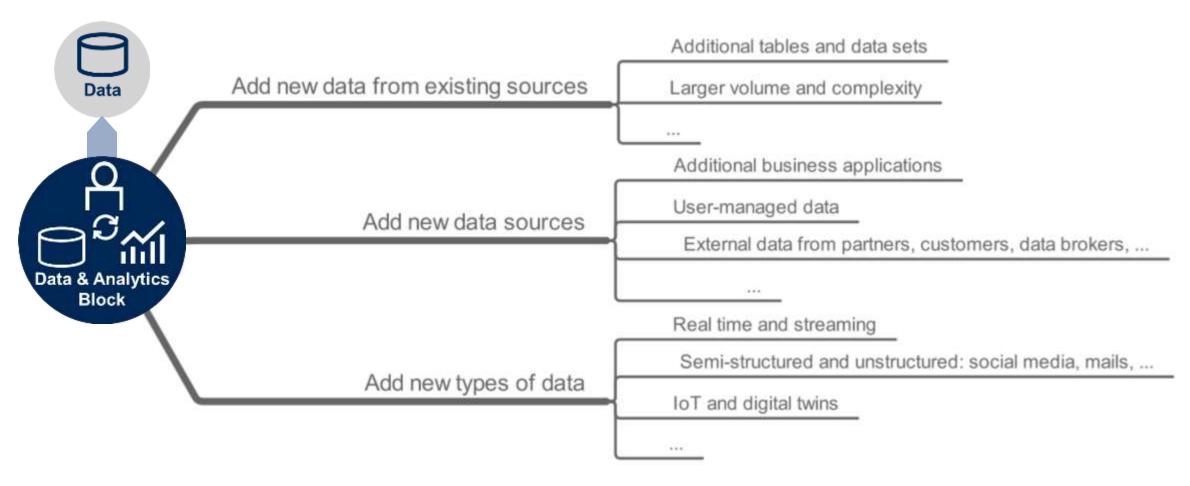
Evolve Analytics



Sample list of evolution options



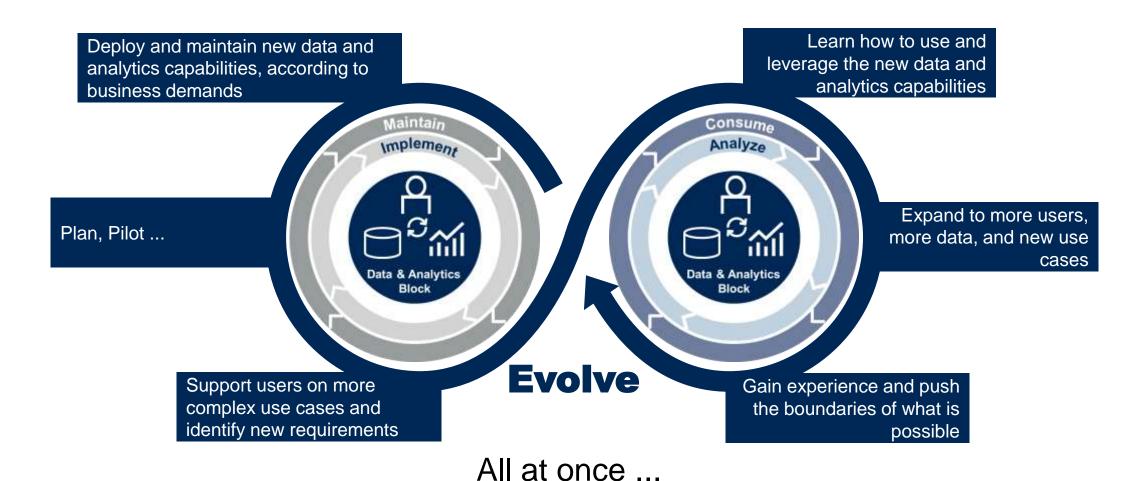
Evolve Data



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

- ► <u>Augmented Analytics Is the Future of Data and Analytics</u> 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)

