Framtiden för BI

Erik Perjons

DSV, Stockholm University

Main source

- This presentation is mostly based on Kronz, A., et al. (2022) Gartner Group's report "Magic Quadrant for Analytics and Business Intelligence Platforms" (2022)

Trends according to Gartner Group

- Analytics and Business Intelligence (ABI) Platforms is
  augmented by artificial intelligence, thereby supporting
  additional findings as well as **automatation of many of
  steps** in the users' decision making process

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms are more and more focusing on the **whole decision making process of the business user**

- This include providing **automated insights**, and not only presenting the result of the analysis in dashboards

- However, the **insights should be adapted to the users´ goals, workflows and activities**

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms provide **self service**, that is, less technical people should be able to use the platforms. This is a **focus shift from the analyst person towards the consumer and decision maker**

- ABI platforms provide provide **low/no-code applications and workflows**

- Sometimes you see the term/phrase related to ABI platforms: data driven decision making

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms is **aligned with digital workplace tools**

  (Salesforce has aquired Tableau)

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms continue to **improve data visualization functionalities** – especially the improvement of interactive dashboards

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms support **data governance** – that is the platforms can provide applications that improve the data quality, handle procurement of data, and make use of catalogs to easy find the content, etc

- Sometimes the term used is **data quality management** for the part of data governance focusing on data quality

[Kronz et al., 2022]

Trends

- ABI platforms support **real time data & analytics** – that is support the immediately access relevant information

Trends according to Gartner Group

- ABI platforms make use of **cloud ecosystems,** in order to build and manage analytic applications in the cloud

- Sometimes you see the term Analytics-as-a-Service (AaaS)

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms continue to **improve data preparation functionalities** – such as support for drag-and-drop data preparation

- ABI platforms enable users to **easily make use many different data souces** including **different cloud sources**

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms provide **additional interaction methods** with the platform and its application, including improved **natural language query (NLQ)** functionality, thereby using terms spoken of typed into a search box

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms show an increased interest in capture **info about the user behaviour,** that is track the users' usage of the applications

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms provide **enhanced reporting and data storytelling functionalities** to effectively communicate findings

- Reporting and data storytelling functionalities **combine headlines, narrative text, data visualization**

- Reporting and data storytelling functionalities **put data in the users' context and suggest actions**, thereby making the findings relevant and meaningful

- While data visualization provide a better understanding of the data, data storytelling support the users' decision making

[Kronz et al., 2022]

Trends according to Gartner Group

- ABI platforms support **security**, including creating user profiles, administrering access and authentication

[Kronz et al., 2022]

Market according to Gartner Group

- **Microsoft** is still the market leader with its Power BI tool, which has now been aligned with MS Office 365 and Teams

- **The CRM giant Saleforce has aquired Tableau** and have started to integrate their solutions. Tableau's Einstein Analytics is now called Tableau CRM. Salesforce has also aquired Narrative Science, a data storytelling vendor

- **Qlik** is still a leader

[Kronz et al., 2022]