

State of the Analytics Market

How did we get there and where are we going next?

Janne Lind
Lead Solution Engineer
Tableau, Salesforce



Agenda



State of the Analytics Market

- What is the state of Analytics market?
- Analytics 360 value chain
- Data Monetization
- What about AI/ML/ChatGPT etc.?
- Generative AI in Analytics Demos

Quick Break

Tableau Overview

- Why Tableau?
- Where is Will Demo?



A little bit about me

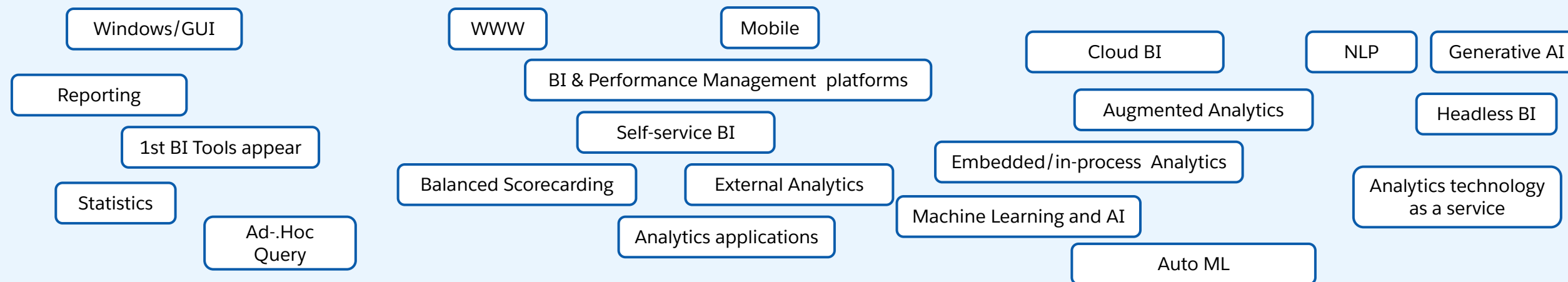
- **Janne Lind, Lead Solution Engineer**
- 3 years at Tableau, 18 years with Cognos and IBM Analytics before that.
- Passionate for Visual Analytics
- 2 teenage daughters, wife and labradoodle
- Water is close to my heart, underwater rugby is my main sport



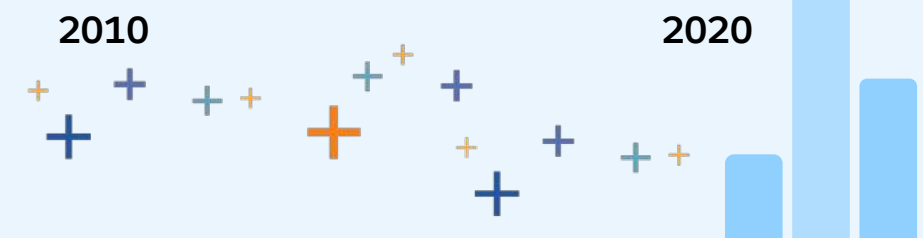
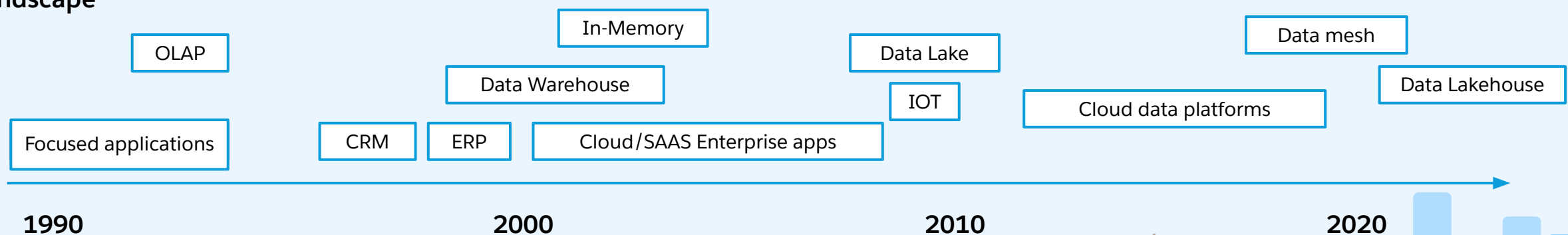


Three decades of Analytics market & technology

Buzzwords and technology



Data Landscape





So where are we 30 years later ?



There's a data explosion.

976

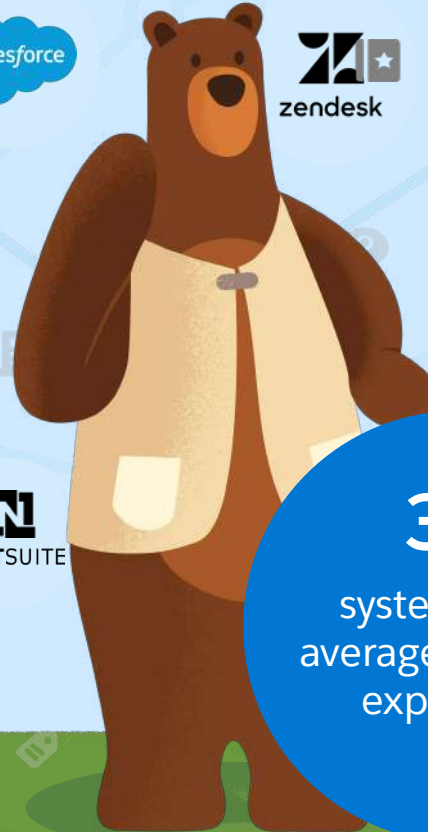
applications in the average enterprise, with only one-third connected

89%

of technology leaders struggle with data silos

35

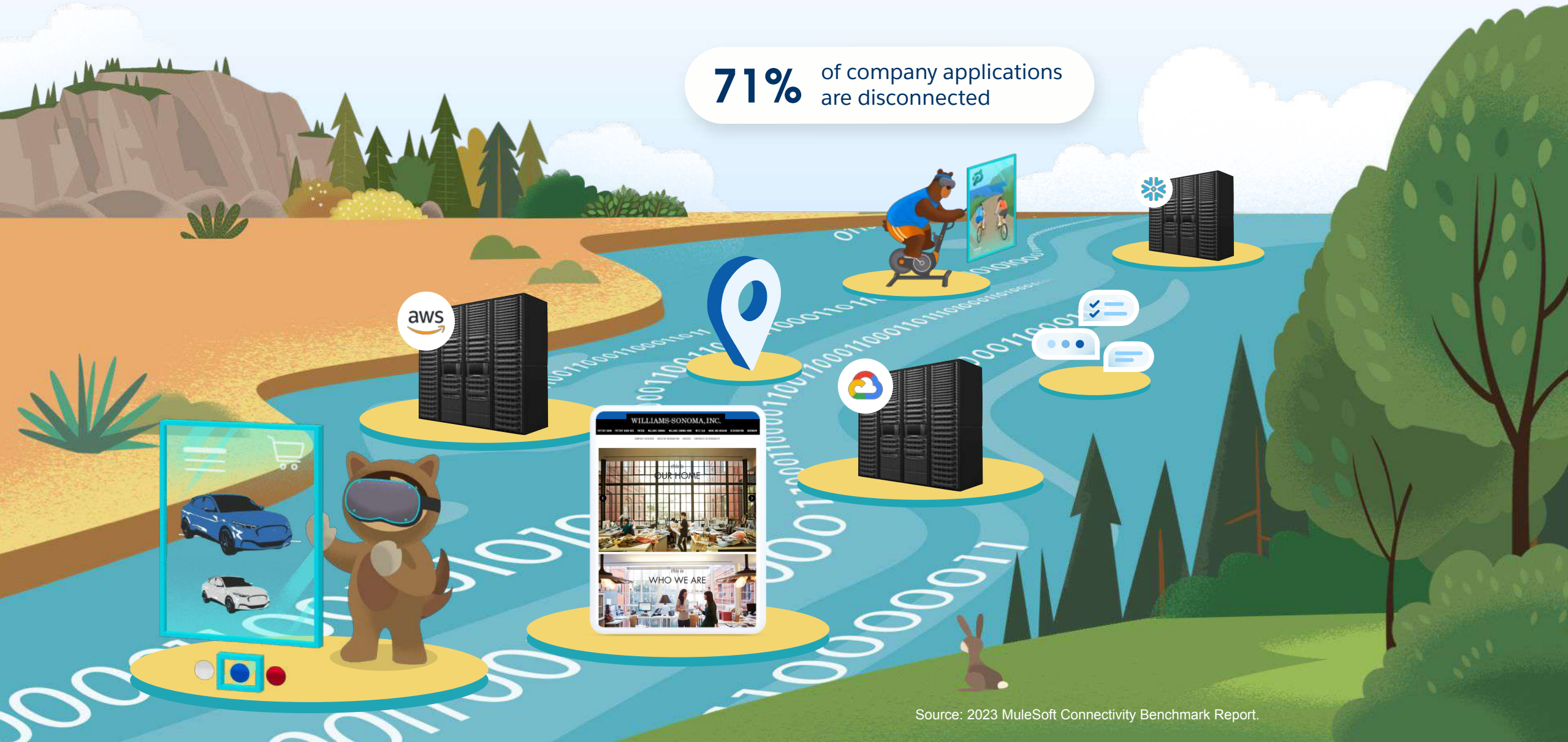
systems in an average customer experience



Enterprise data remains disconnected

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71% of company applications are disconnected



Source: 2023 MuleSoft Connectivity Benchmark Report.



And business has changed.

Using data to drive business performance is mission critical

Customers
need next-level
experiences,
powered by
real-time data

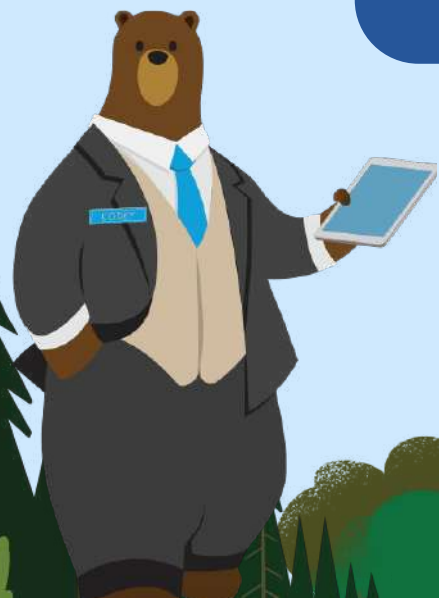
Customers

Employees
need data in their
hands to make
better business
decisions

Employees

**Investors,
shareholders, &
CFOs** need
everyone to be
more data-driven

Stakeholders



Being data-driven is hard



The Business

83%

of CEOs want
their orgs to be
more data driven

Data Culture

Data Tools

Data Skills

Data Governance



The Employees

Only
30%

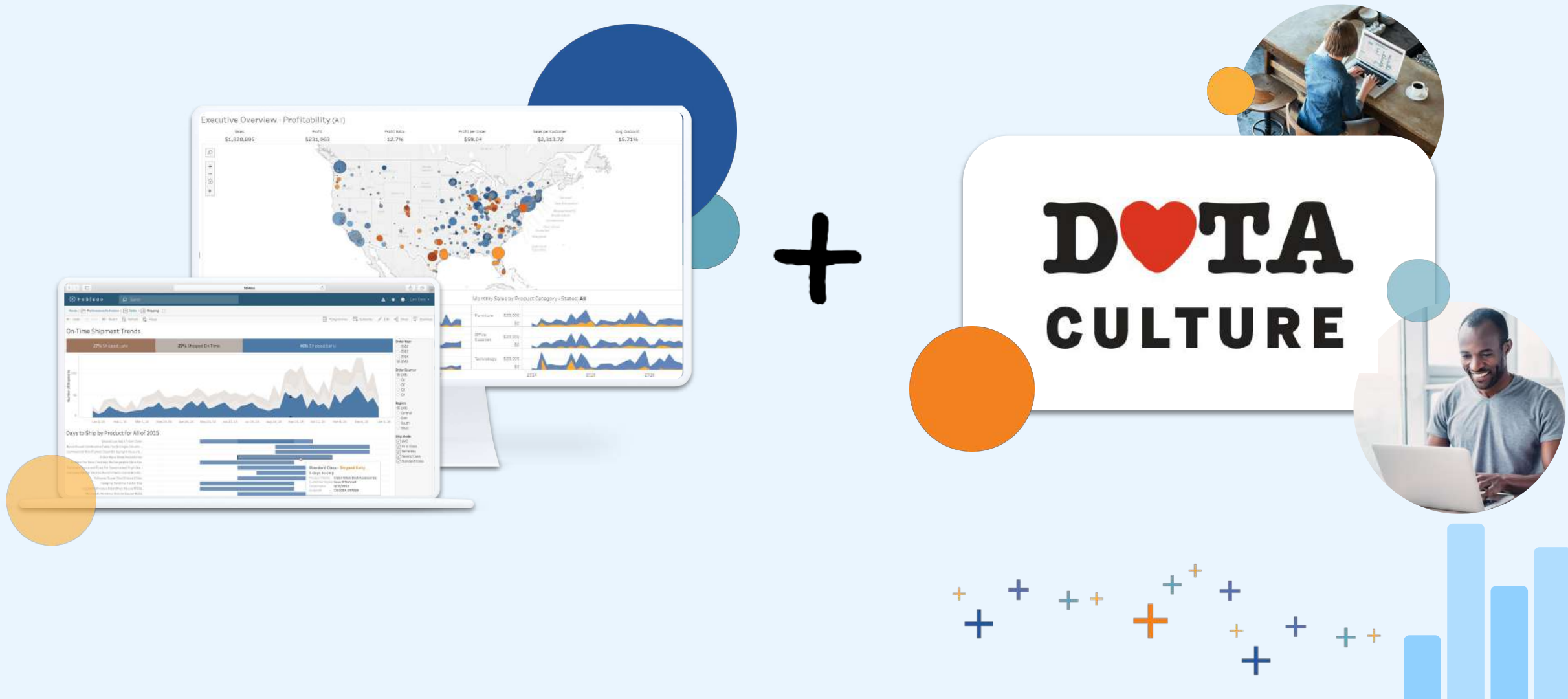
believe they are
a data driven org

Reports &
Dashboards
are
Dead Ends



Data & Analytics
is not a **Project**.
It is a **Culture!**

Successful data-driven organizations need the right technology and the right culture



But Data Culture is not without challenges...



What is data literacy?



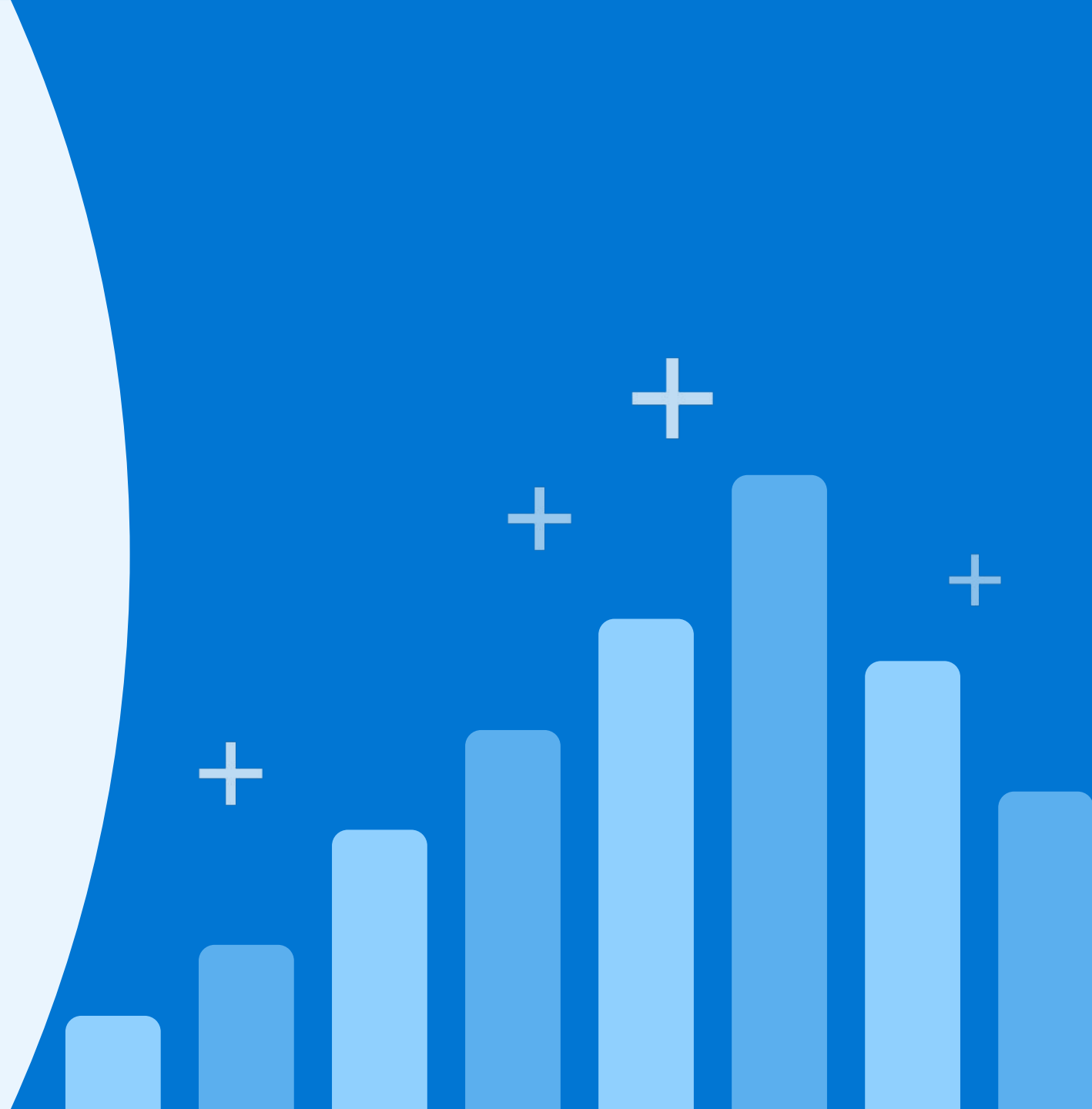
Both technical and non-technical skills needed

Data Literacy is the ability to **read, write and communicate data in context**, including an understanding of **data sources and constructs, analytical methods and techniques** applied, and the ability to describe the **use case, application and resulting value**.

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Current Big Themes in Analytics



Analytics Value Chain



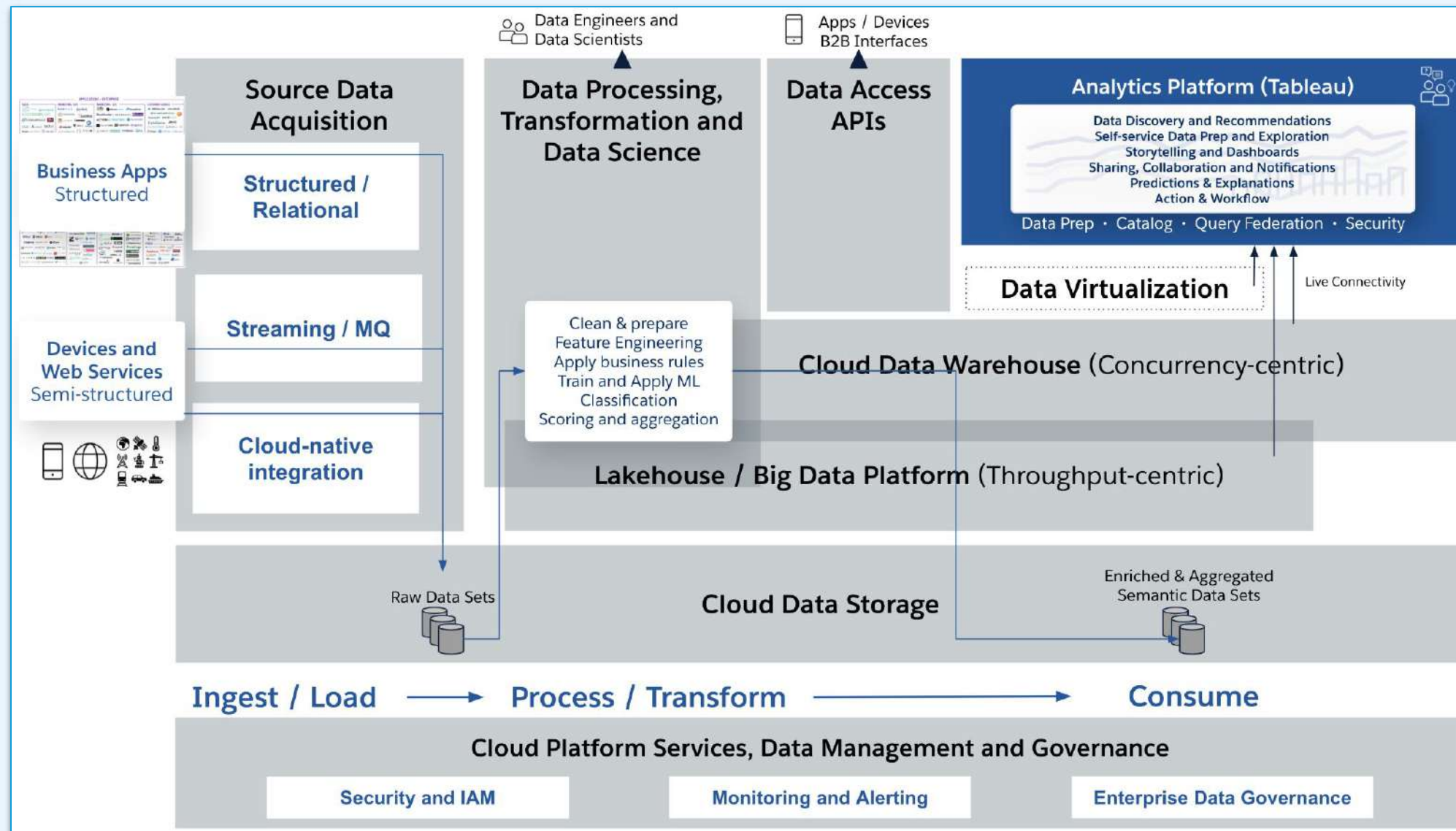
Connect data
from multiple
business
applications



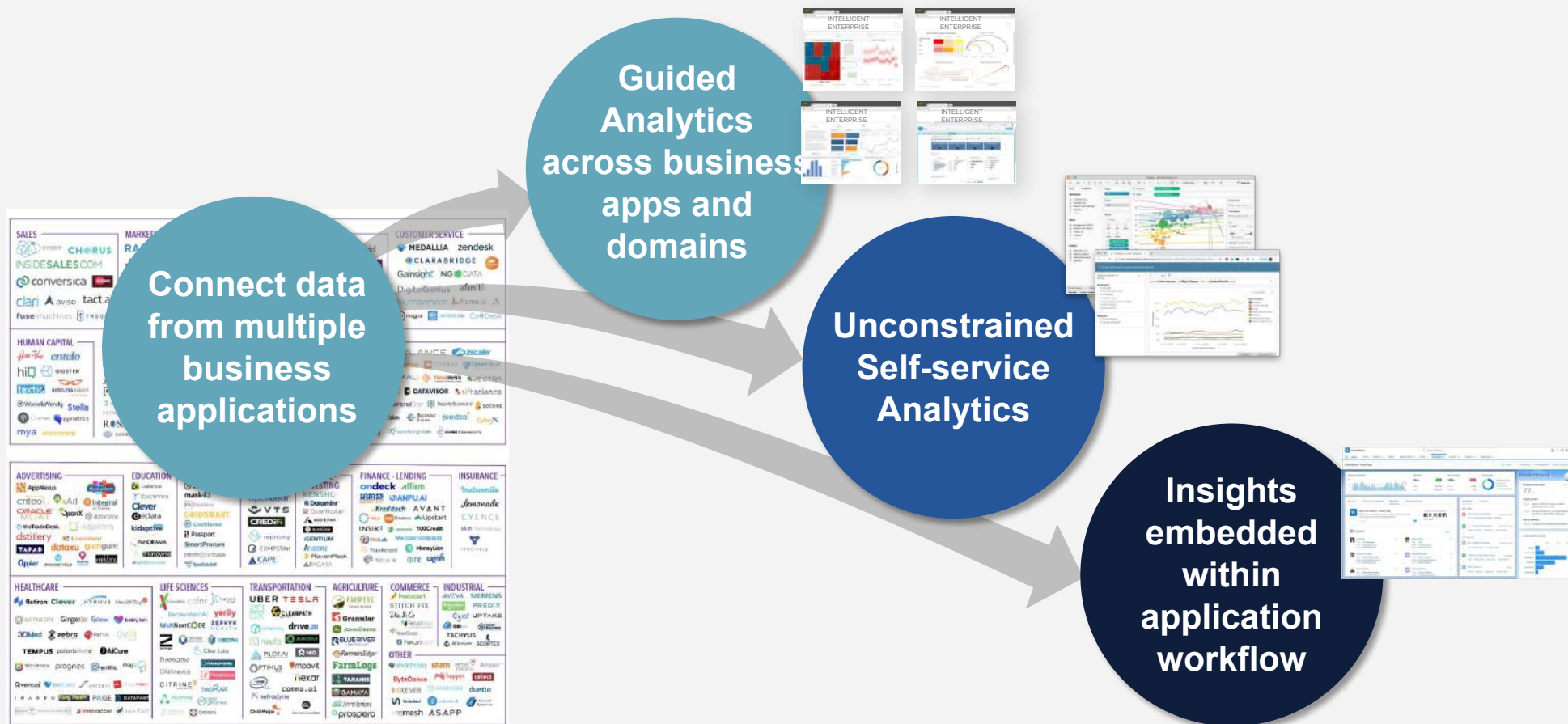
Trust All Your Data, at Scale
Ensure data is reliable, up-to-date and aligns to your security, governance and compliance standards



Integrated with Your Data Landscape



Analytics Value Chain



Trust All Your Data, at Scale

Ensure data is reliable, up-to-date and aligns to your security, governance and compliance standards

Make Better Decisions Faster

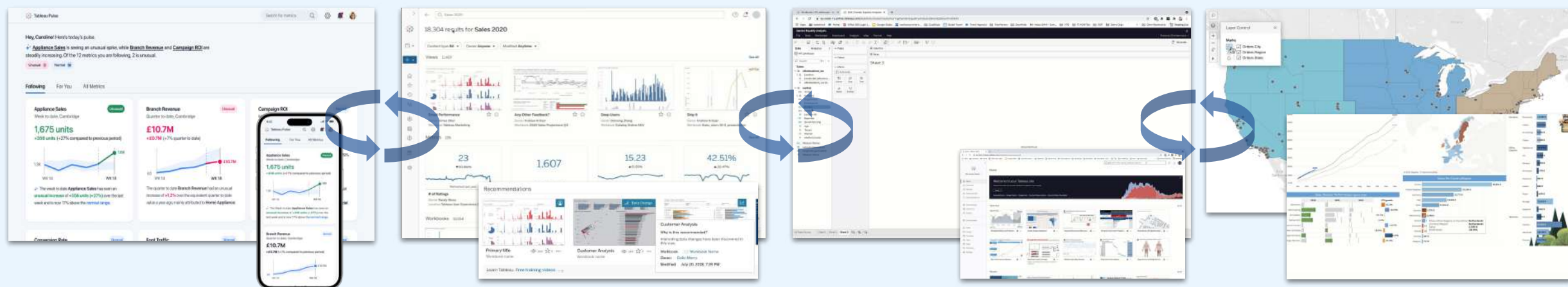
Empower everyone in your organization to see, understand and analyse all your data



Make Better Decisions Faster

The Big Picture

Detailed Insights



Personalized and
Contextual Metrics

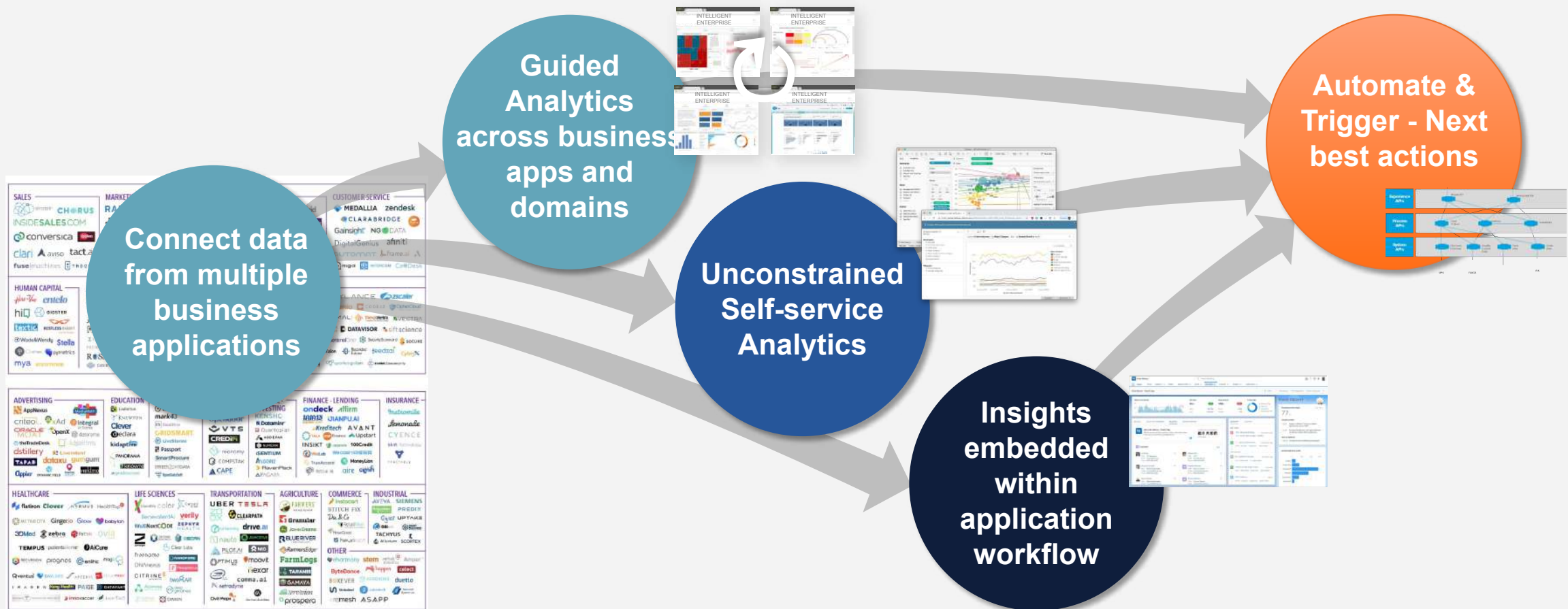
Dashboards &
Guided Discovery

Exploration and
Collaboration

Intuitive Advanced
Analytics



Analytics Value Chain



Trust All Your Data, at Scale

Ensure data is reliable, up-to-date and aligns to your security, governance and compliance standards

Make Better Decisions Faster

Empower everyone in your organization to see, understand and analyse all your data

Insights into Action

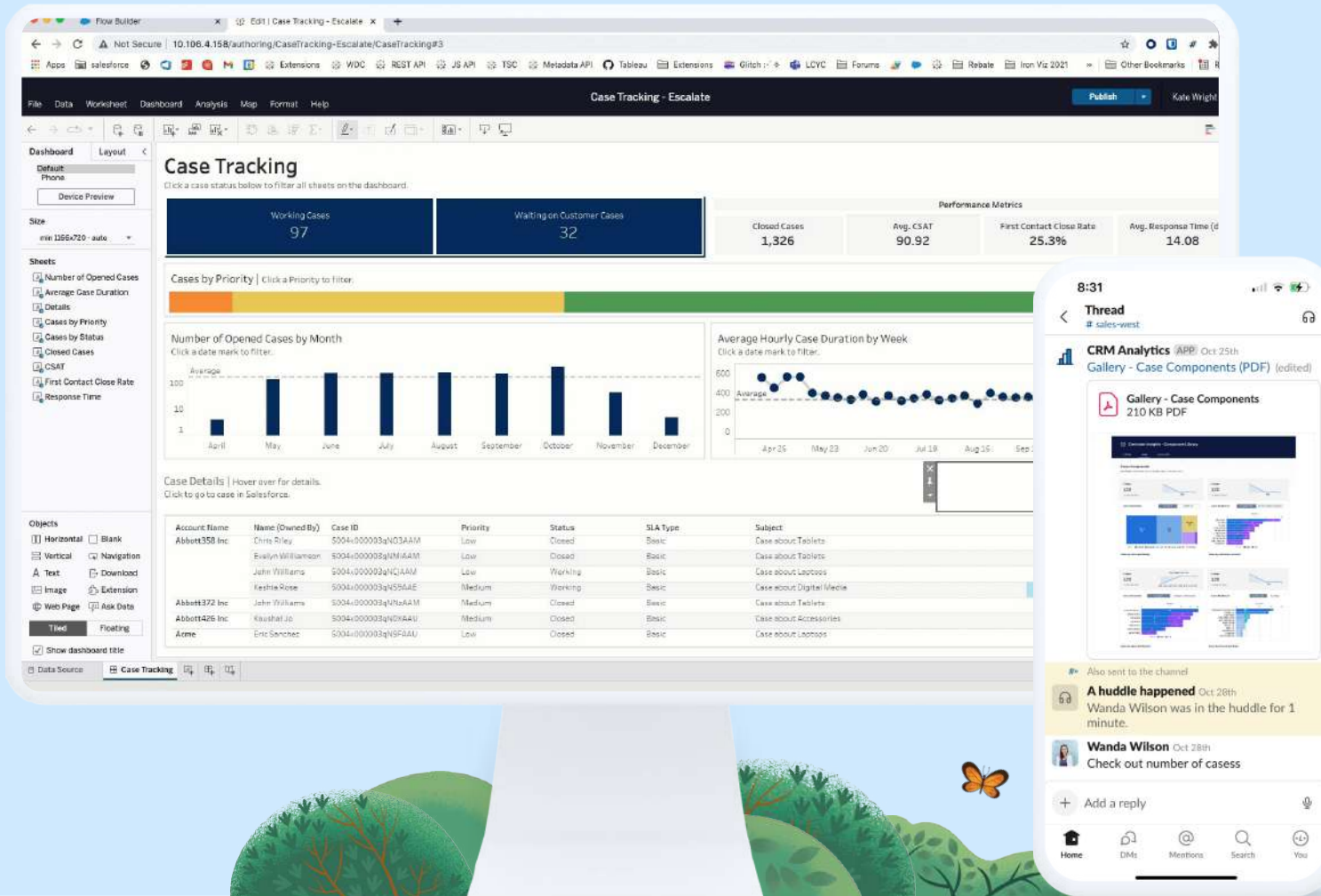
Provide insights where people work and take action in the flow of analytics.



Actionability & Collaboration

Improve efficiency by enabling collaboration and automation

salesforce



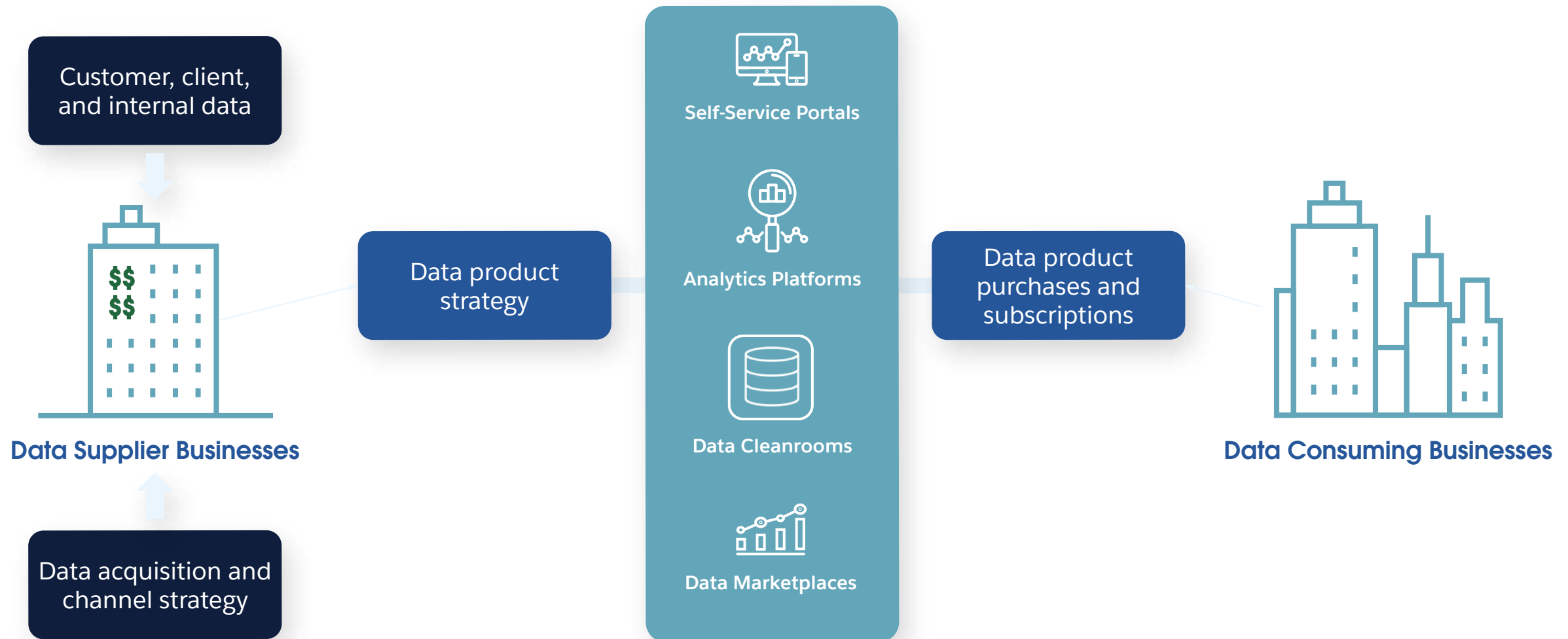
Actions, Workflows and Automations
Automate business processes by triggering workflows

Collaborate with Your Peers and Organization
Get notified, share, and collaborate on insights right where you work e.g. Slack / Teams

Data Monetization Enters into Market



The emerging data ecosystem



The data economy opportunity is enormous

A green plant with fern-like leaves and a lime green fruit, partially visible behind the top-left corner of the first dark blue box.

>50
%

of commercial
organizations will
have established
initial efforts for
formal data

>1M

of organizations worldwide
will monetize their data
assets, unlocking more than
\$3.6 trillion in value

A green plant with fern-like leaves and a lime green fruit, partially visible behind the bottom-right corner of the second dark blue box.

(Accenture)

Economic Benefits of Monetizing your Data Asset



Data assets to drive relevant business value

1



Create a New Revenue Stream

Decide what data you offer at no-cost and what customers would pay for (freemium, subscription, ad-hoc, etc..)

2



Improve Operational Efficiency

Make smarter decisions with your entire supply chain by sharing performance in real time

3



Enhance Customer Relationships

Inform your existing customers with their own data, brand loyalty, improve customer experience

AI, ML, Data Science, GPT etc. in Analytics/BI



AI has been around for a while, but it hasn't
always seemed helpful...



Social media has used AI to offer relevant content, but it has also created ideological divisions and thought bubbles.



Self driving cars show lots of promise, but have yet to become a generally available service.



Siri and other digital assistants are very helpful at a finite set of small tasks, but are not general enough for more advanced requests.

Early days of AI in Analytics luckily gone



Unfair assumptions

‘I am sure there is great insight in my data’

‘Tell me something new and exciting’

Lack of interpretation

‘What do the results actually tell?’

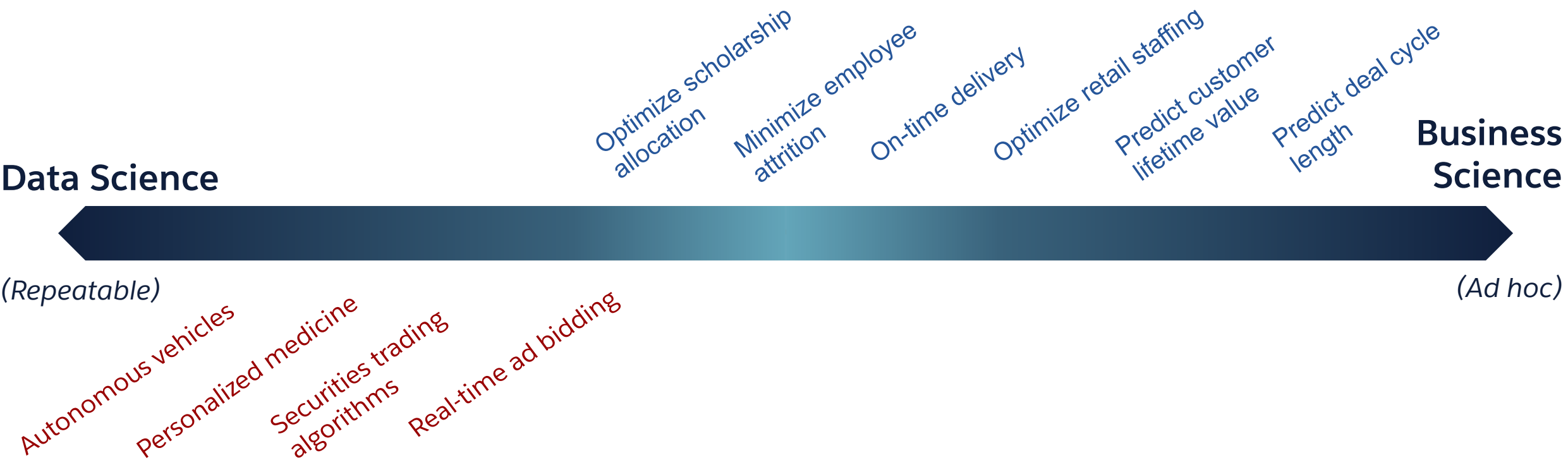
Lack of consumption

‘How to make my model actionable?’



Not a One Size Fits All Approach

Many challenges require faster time to value and deep business knowledge



AI as a team sport

Better, faster decision making across the organization

Augmented Analytics

For the Business User & Analyst

Confidently get answers and uncover insights faster with ML, statistics, natural language, and smart data prep.

Business Science

For the Advanced Analyst

Make smarter decisions faster with AI-powered predictions, what-if scenario planning, guided model building, insights, and other data science techniques - all with clicks, not code.

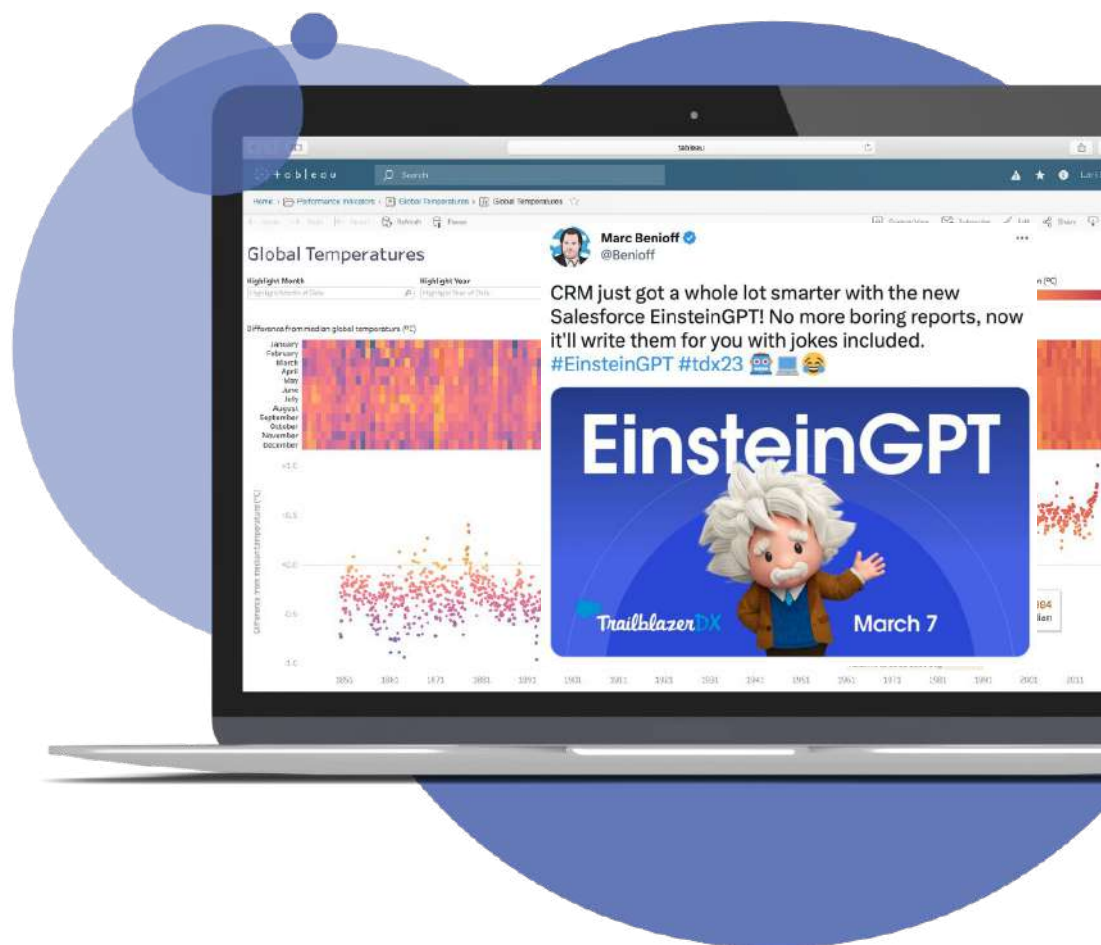
Data Science

For the Data Scientist

Scale statistical models using R, Python, Sagemaker and more.



So is ChatGPT the new Data Analyst?



We're in an AI revolution

salesforce

Wave 1

Predictive

How to |

- How to increase conversions
- How to optimize spend
- How to personalize experiences
- How to grow relationships

Wave 2

Generative



Wave 3

Autonomous & Agents



Wave 4

Artificial General Intelligence

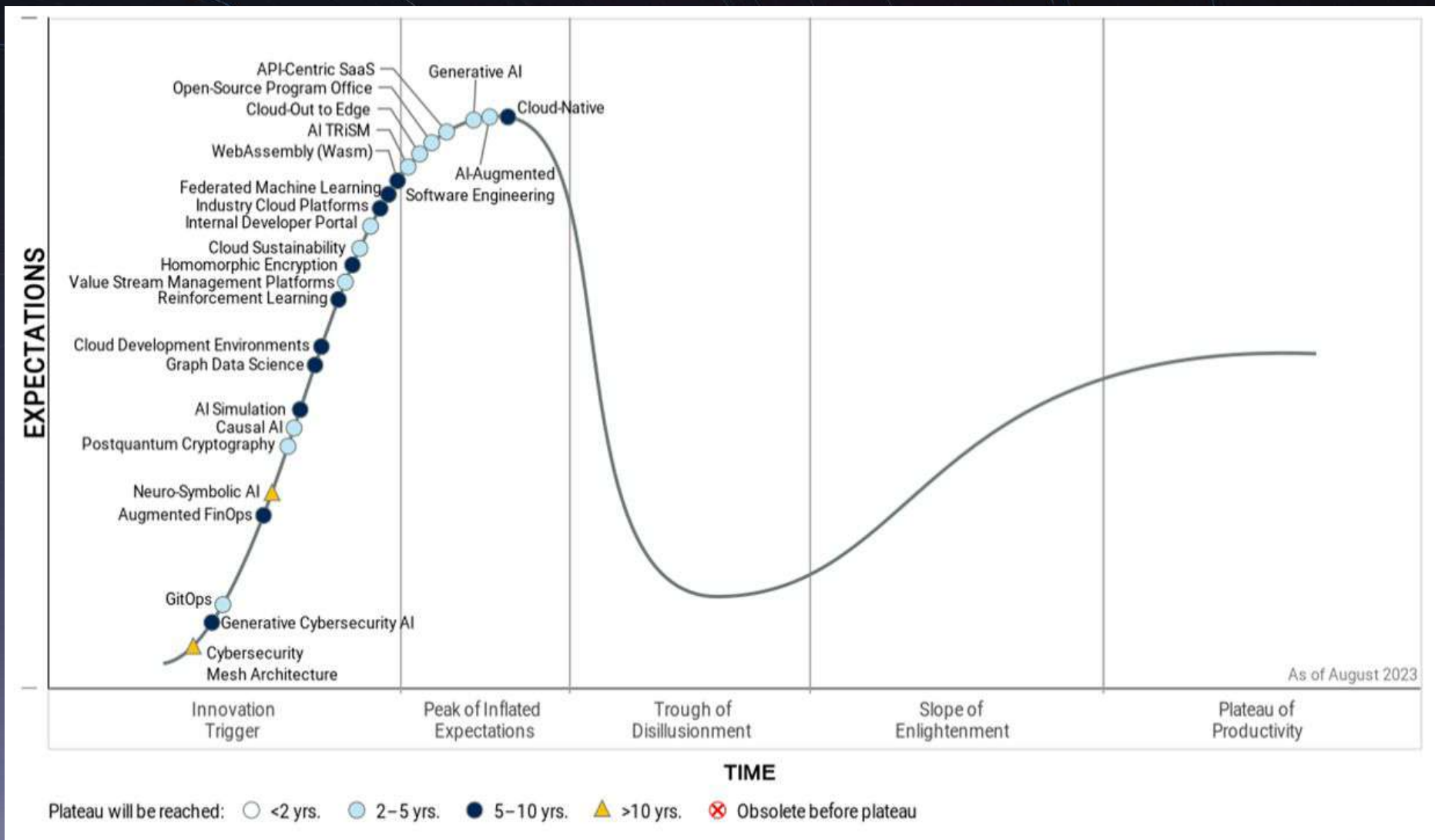


There is a gap between demand for AI and reality

The background of the infographic features a 3D perspective of a white, stepped surface that is cracked down the middle, symbolizing a gap. Scattered around this central element are various teal-colored shapes, including rounded rectangles and circles of different sizes.

100M users on ChatGPT in 2 months

63% of companies lack capabilities to operationalize AI



Gartner



Text generation

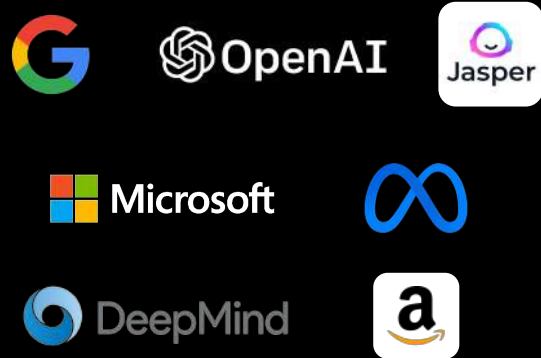
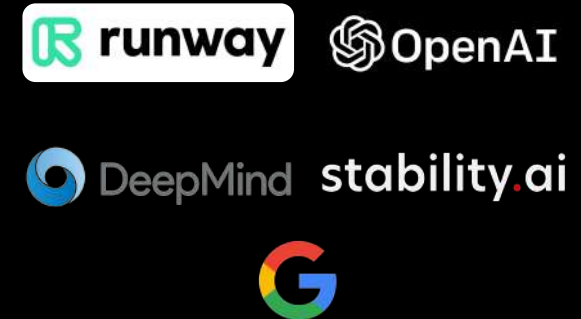


Image generation



Video generation



Sound generation



Code generation



****This is not an exhaustive list, but captures some of the key players within the current generative AI product areas****

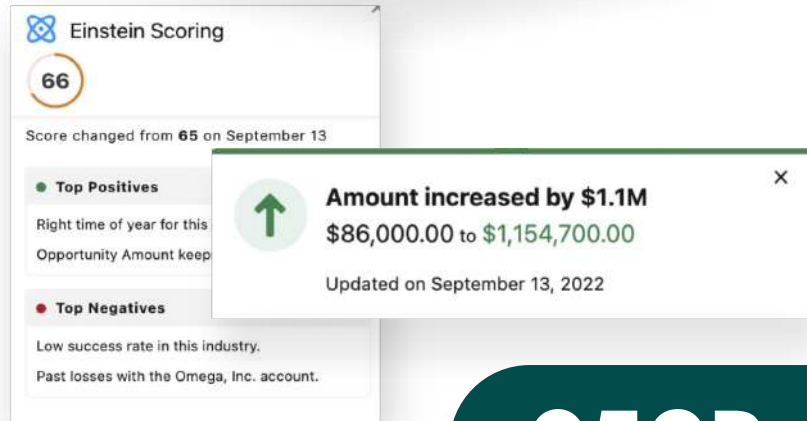
Analytics Has Never Been More Compelling

Analytics drives productivity for sellers

Predictive AI

Informs

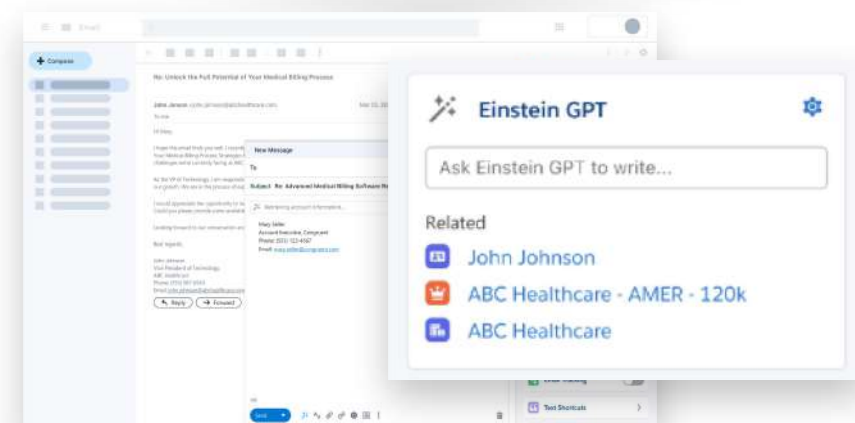
Makes predictions based on what it has **seen** in existing data



Generative AI

Assists

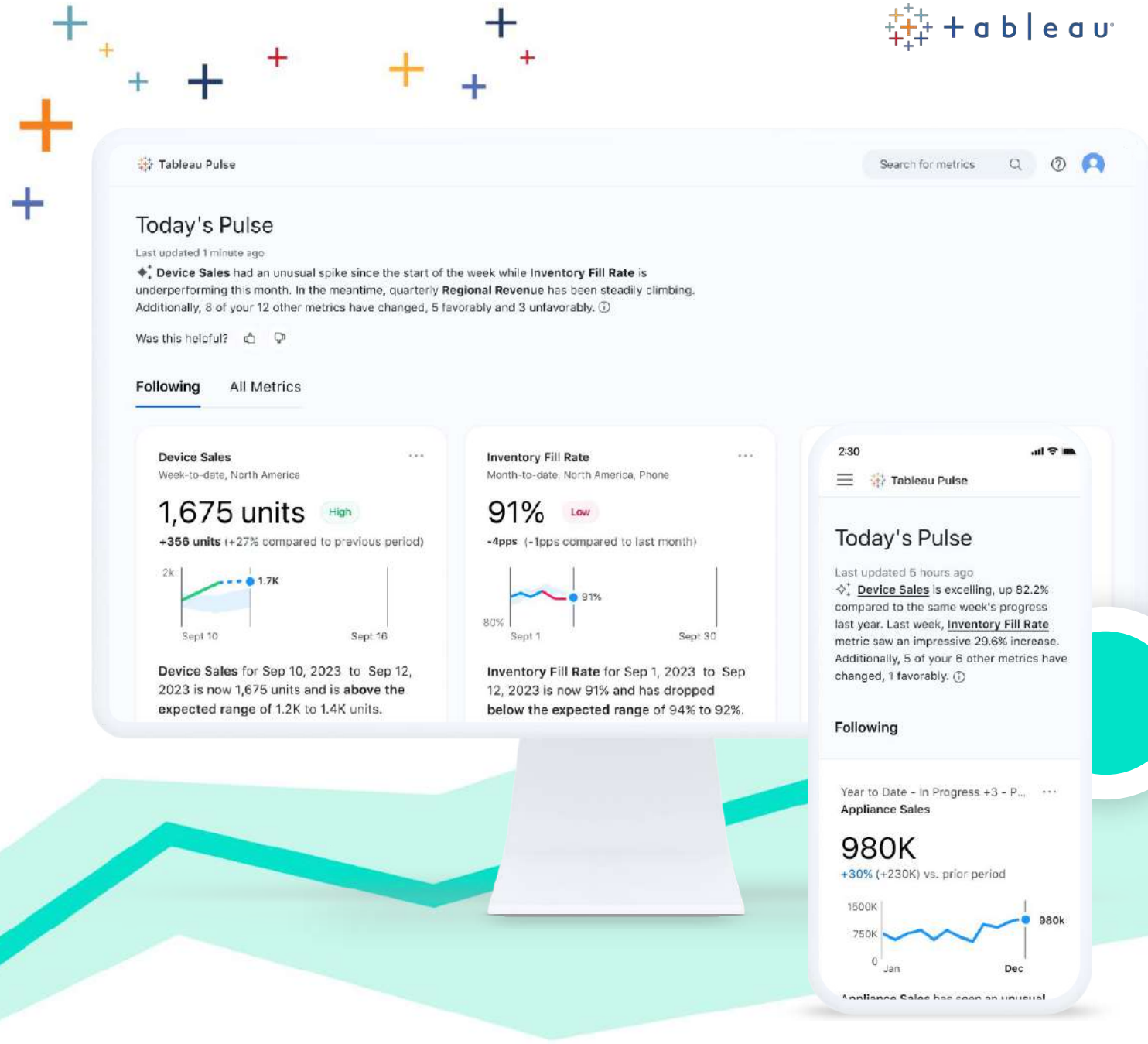
Creates new things based on what it has **learned** from existing data



250B Predictions

Demo

Example use cases for Generative AI



What is Generative AI good for in BI & Analytics?

Do

Generate test datasets

Generate templates for layout, scripts, data structure

Build calculation formulas

Write SQL

Get advice on best practice e.g. viz types for a use case etc?

Explain the results in natural language

Don't

Analyse data

Find automated insights

Perform calculations

Predict outcomes

BLINDLY TRUST IT!



<https://youtu.be/7M-wevgZ4H8>



https://youtu.be/n78Bhl6s_bY

Let's Wrap it up!

Data is a culture not a project

You need technology, people and skills

Data monetization is an enormous opportunity

AI/ML comes in many forms

Generative AI is here to stay, but its use in Business Intelligence and Analytics is still in its infancy

5-10 min Break

Get ready for some more
Tableau!

