

Top Trends in Analytics That Will Change Your Business

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"It is not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change."

— Charles Darwin



Key Issues

1. What are trends and why are they important?
2. What are the key trends and what is their business impact?
3. What should you do about these trends?

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A trend is an overall course,
direction or tendency over time

**Trends
Matter**



The **environment** and
opportunities
that will drive
investment decisions

**Choices
Matter**



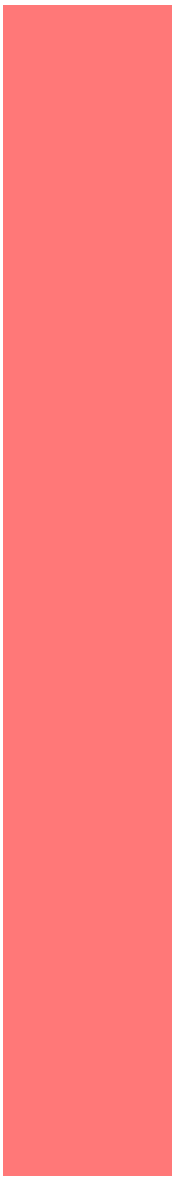
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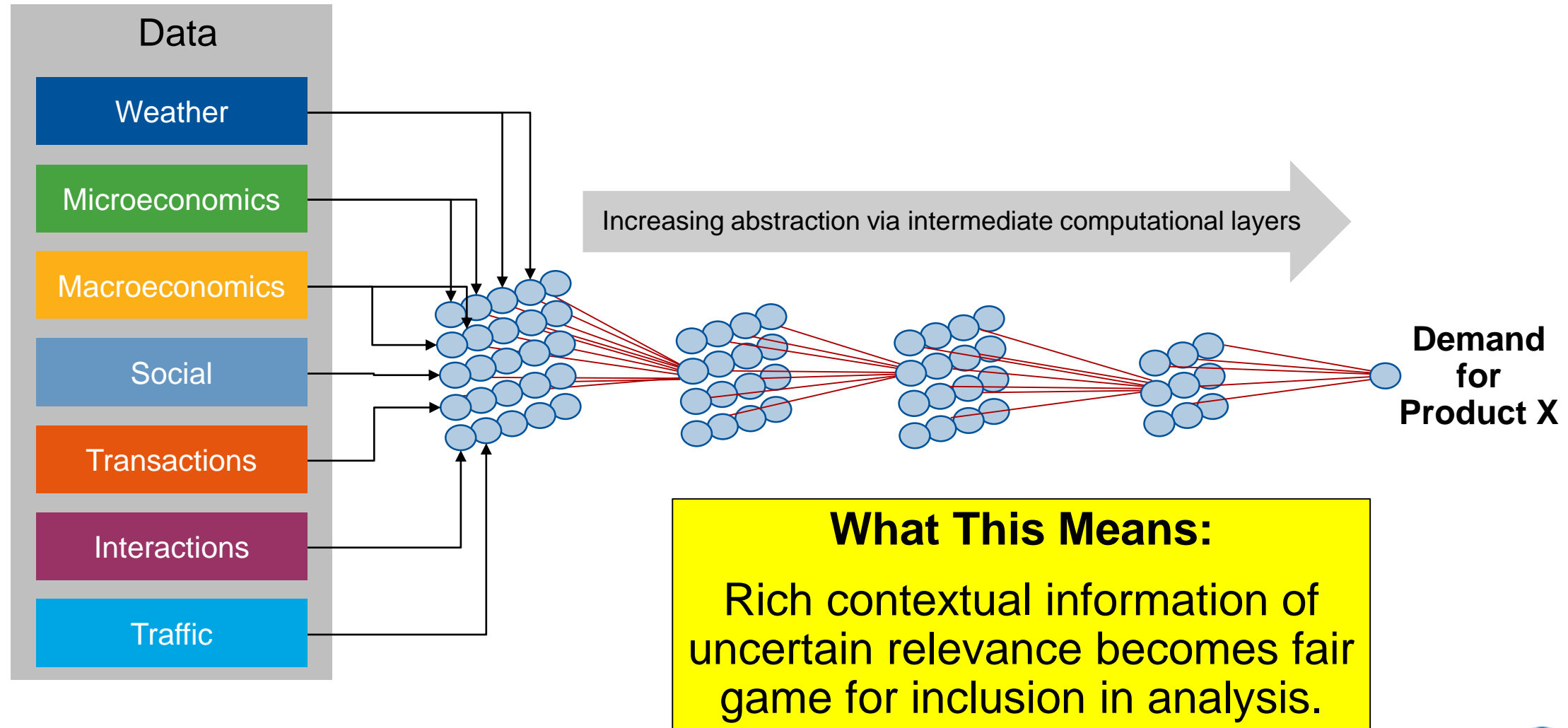
Major Trends



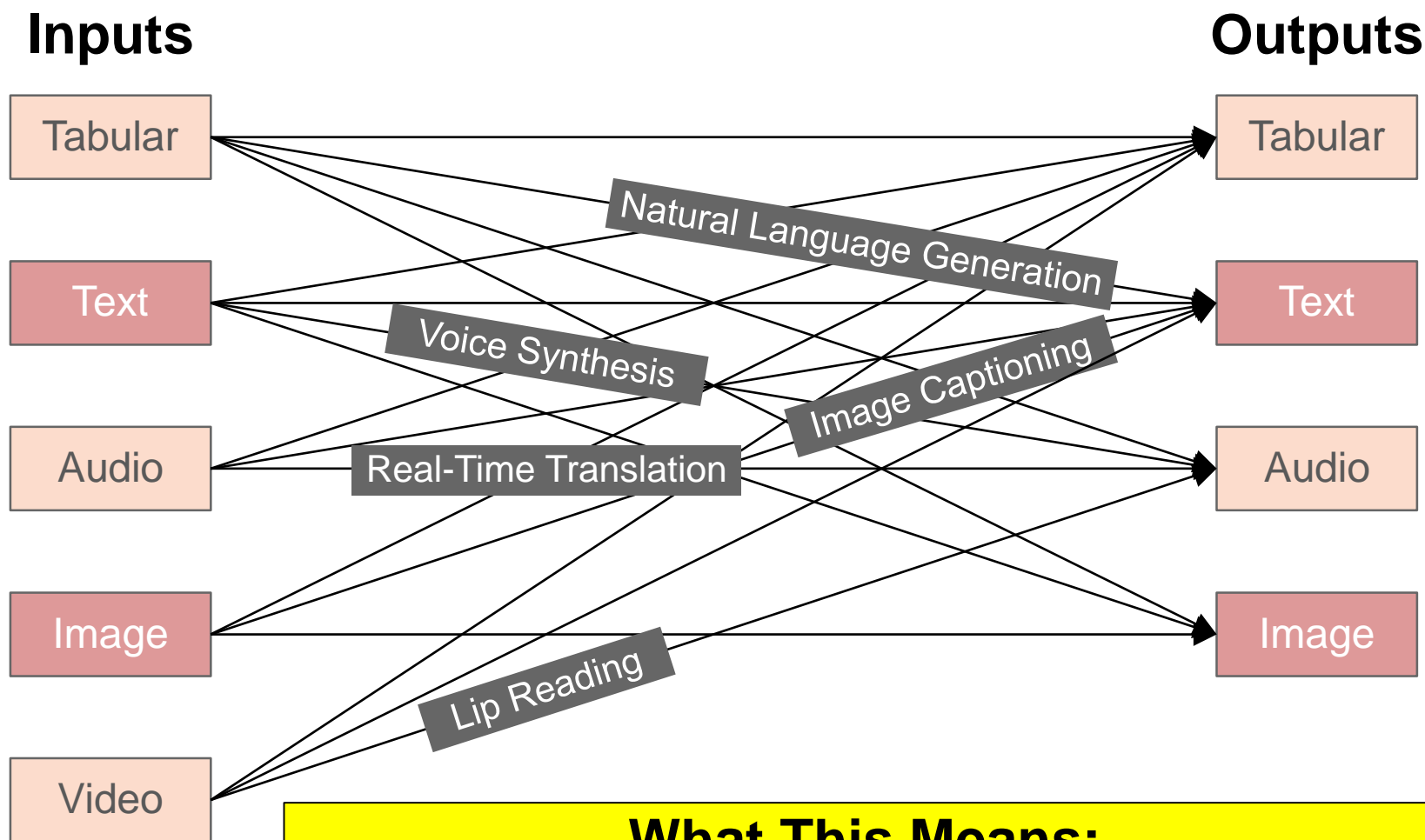
Deep Learning: Deep Content, Deeper Insights



Deep Learning Enables Data Fusion



Deep Learning Enables Change in Medium



What This Means:
Information is untethered from its original format, enabling easier sharing and analysis.

The Power of Intuitive Interfaces



Intuitive Interfaces Shift the Burden of Complexity



Humans Learn and Adapt to System



System Learns and Adapts to Human

What This Means:

Employees and customers gain access to data and analysis with little or no training.

Intuitive Interfaces Are Not Just Audio Keyboards



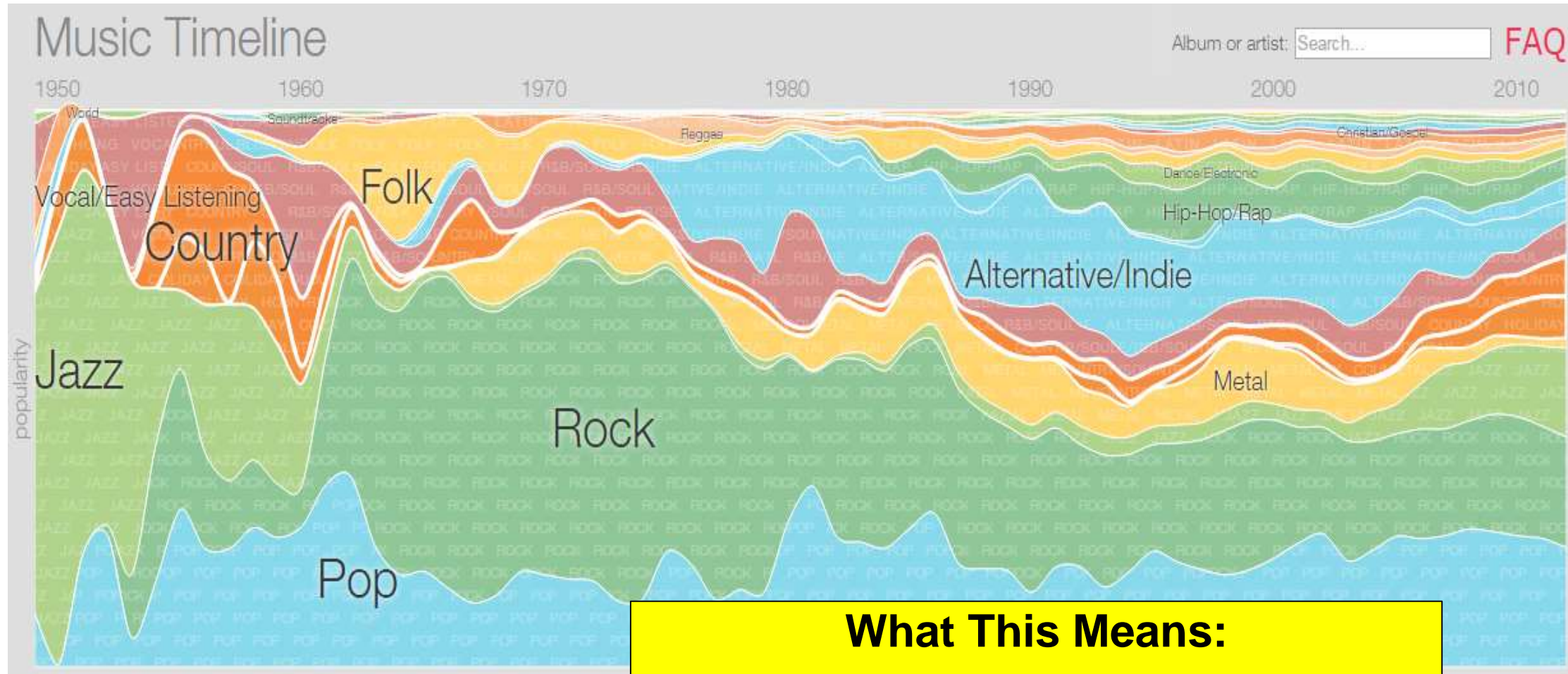
What This Means:

Access becomes a multisensory experience;
gesture and touch become options.

Let Me Tell You a (Data) Story



A Picture Can Be Worth a Thousand Words ...



Source: <http://research.google.com/bigpicture/music>

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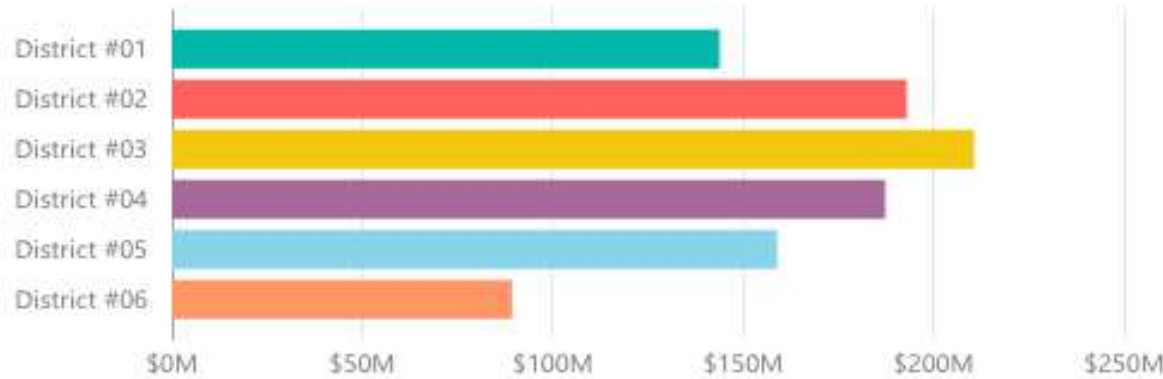
What This Means:

Data visualization is increasingly a narrative tool, not only a discovery tool.

Gartner

... but Sometimes You Want the Words

Sales \$ by District



Sales \$ by District

This analysis measures Sales \$ by District.

- Total Sales \$ is \$983.2 million across all six districts.
- The distribution ranges from \$89.3 million (District #06) to \$210.7 million (District #03), a difference of \$121.3 million.
- The average Sales \$ per district is \$163.9 million and the median is \$173.2 million.
- Sales \$ is relatively evenly distributed across all the districts.
- The top two districts represent over a quarter (41%) of overall Sales \$, and the top three districts account for over a half (60%).

What This Means:

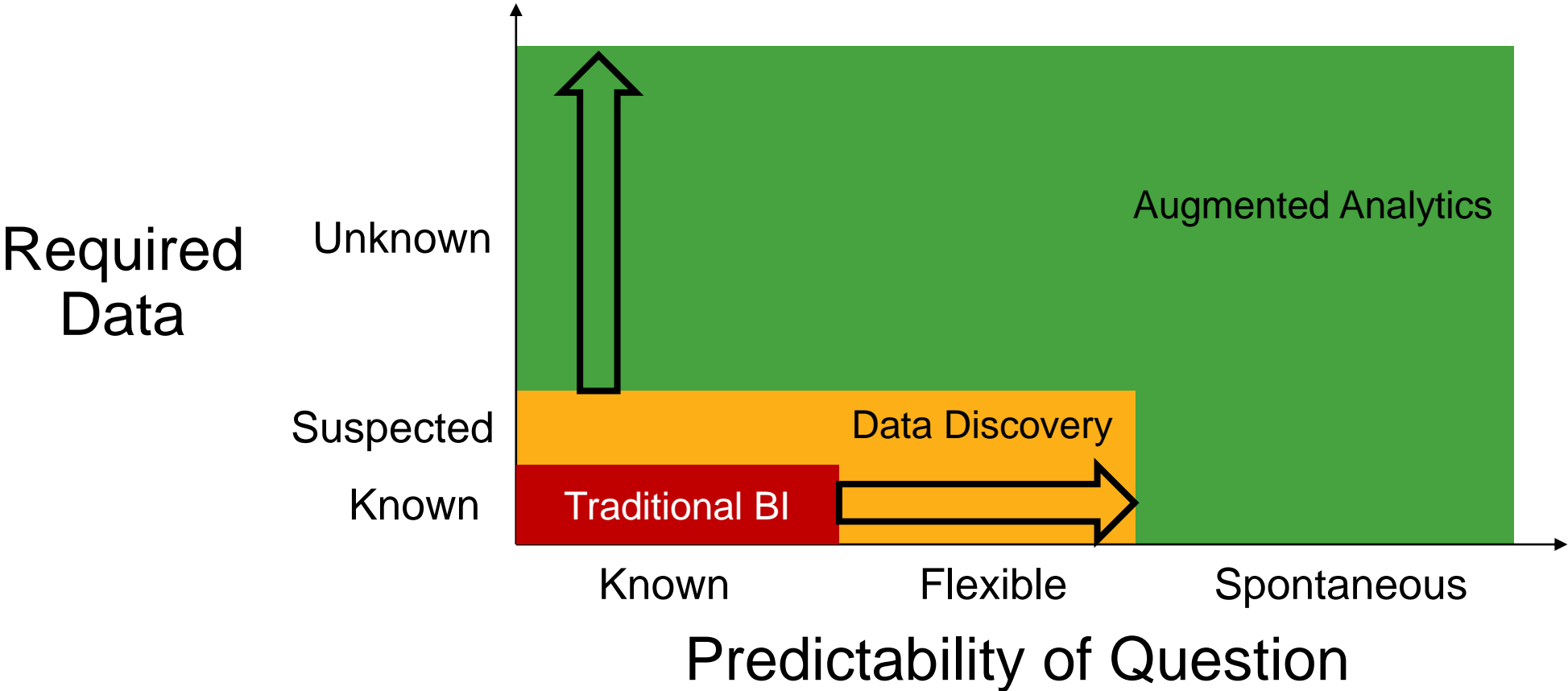
Analytics reaches the ultra-casual and audio-only audience.

Augmented Analytics for Better, Faster Insights



Ayasdi
ClearStory Data
DataRobot
Progress (DataRPM)
Empirical Systems
Endor
IBM Watson Analytics
Microsoft Power BI
Oracle Data Visualization
Salesforce Einstein
Analytics
SparkBeyond
ThoughtSpot
Yellowfin

Augmented Analytics Solves the Big Data Problem for Small Problems



What This Means:

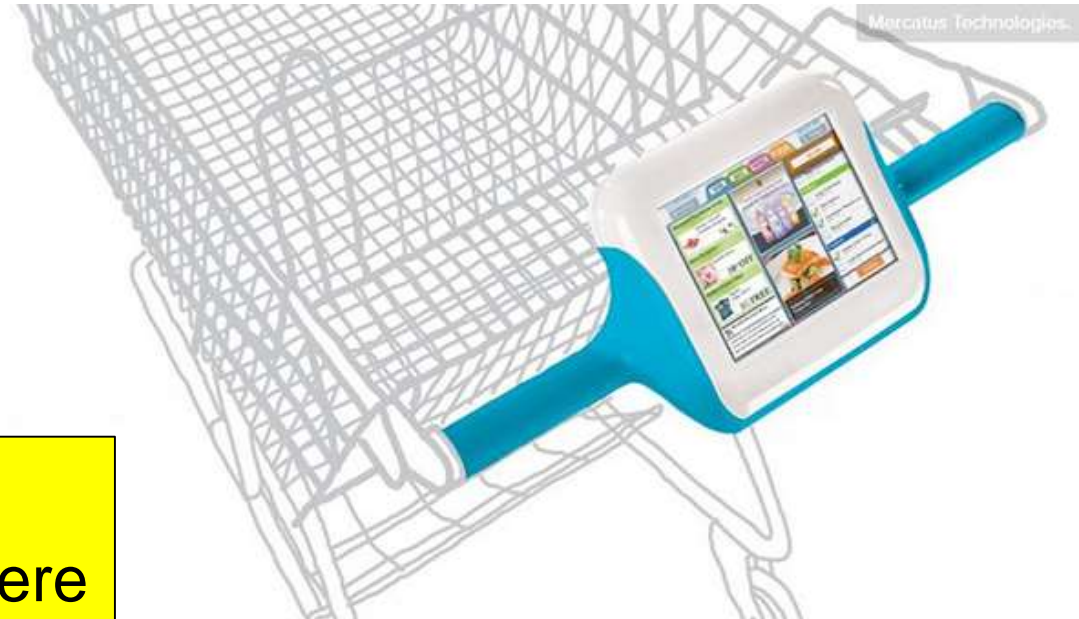
Users can answer questions from large datasets without needing the skills to integrate or explore data.

Location: The Understanding of Place



What This Means:

Context becomes location sensitive, where you are matters (more?) than who you are.



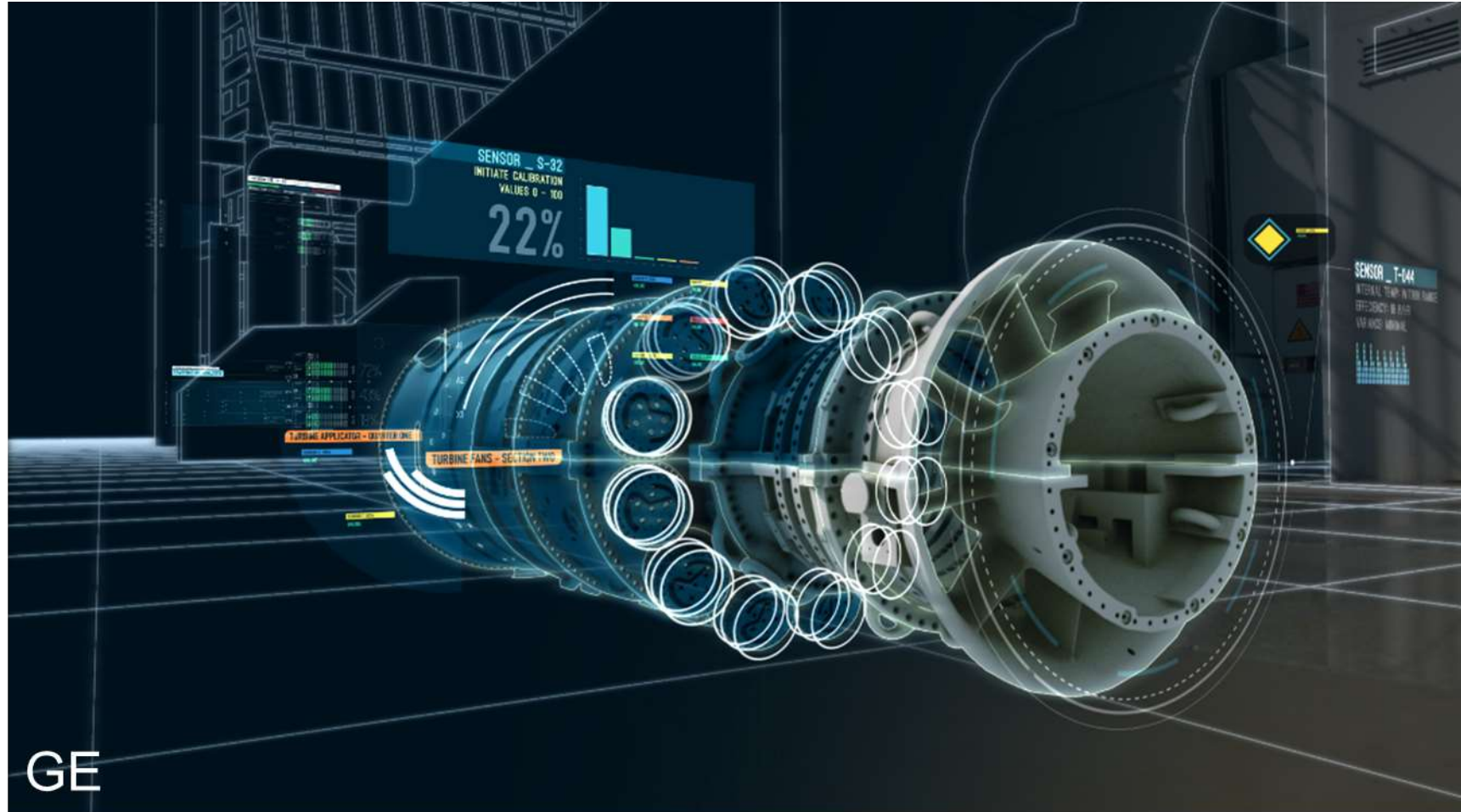
Journeys: The Understanding of Process



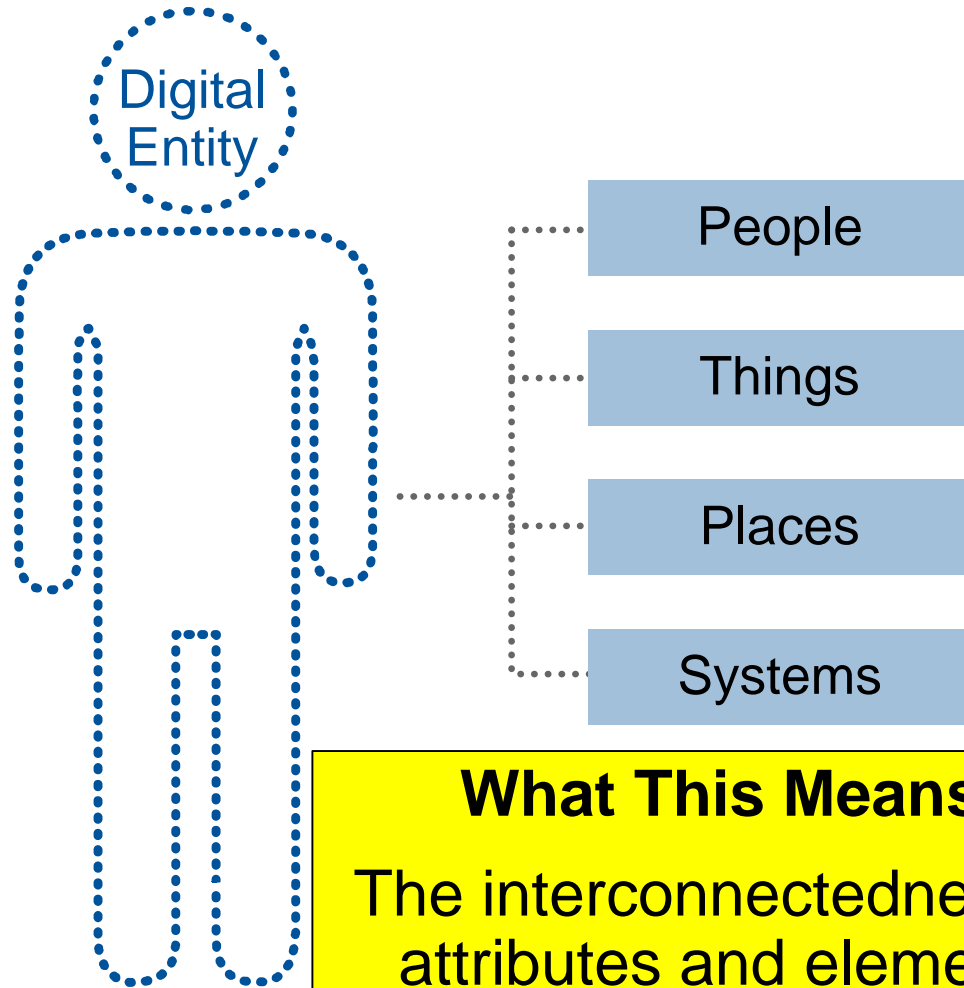
What This Means:

Context becomes
process sensitive,
who you are is
defined by what
you are trying to do.

IoT Data and Digital Twins



Twins Can Take Many Forms



What This Means:
The interconnectedness of attributes and elements becomes central to the understanding of a thing.



And Twins Have Many Uses

Observation



Optimization



Operation



What This Means:

If you can measure it, you can simulate it.

Continuous Intelligence From the Data Stream



How We Capture Data Will Vary



What This Means:

The value of streaming data declines significantly in just a few seconds.

And How We Use the Data Will Vary



What This Means:

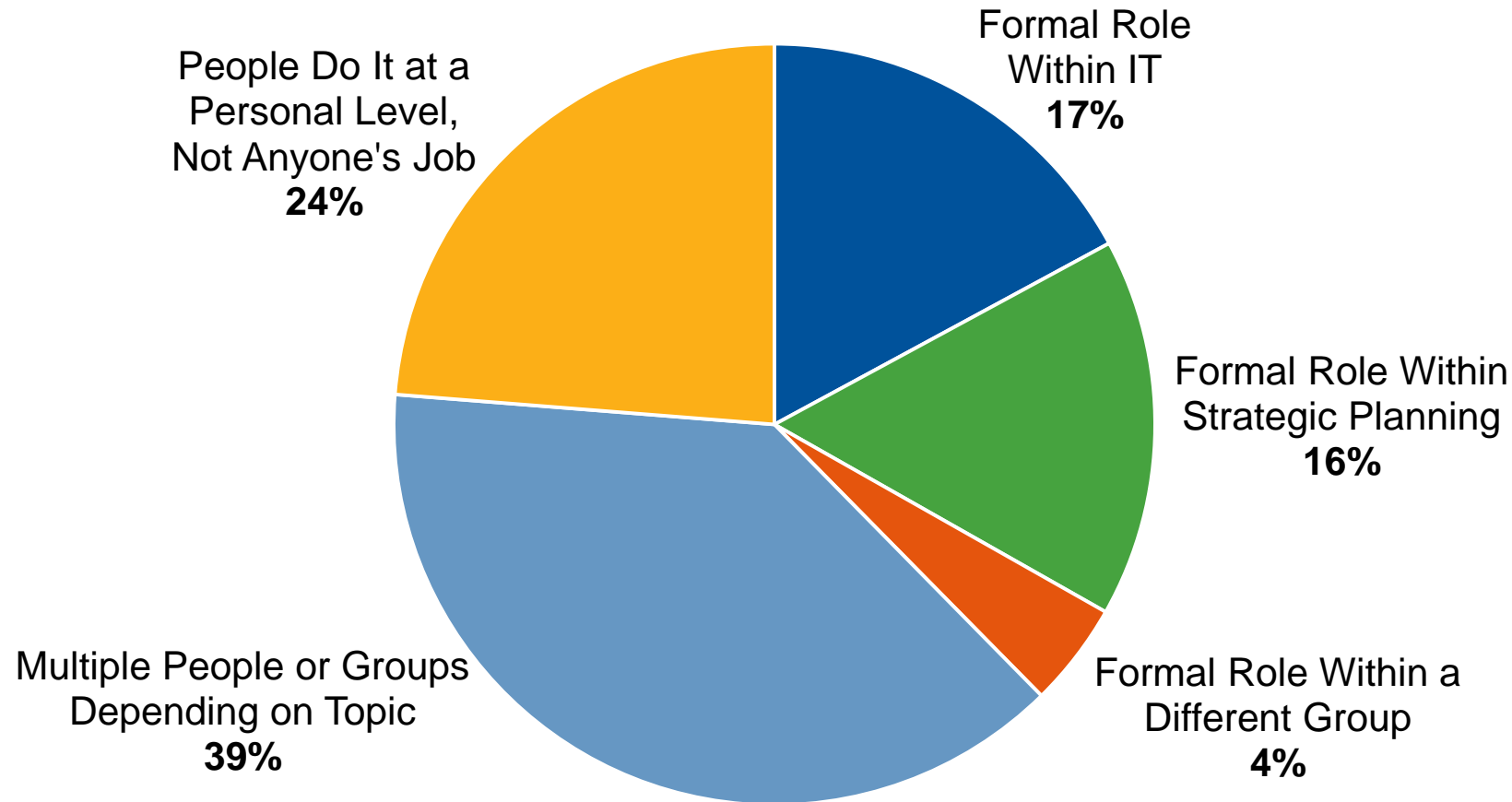
The self-driving enterprise will dominate the landscape.



Key Issues

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How Do Organizations Track Technology Trends Today?



Source: Gartner Webinar: The Top Ten Trends in Analytics, January 2018

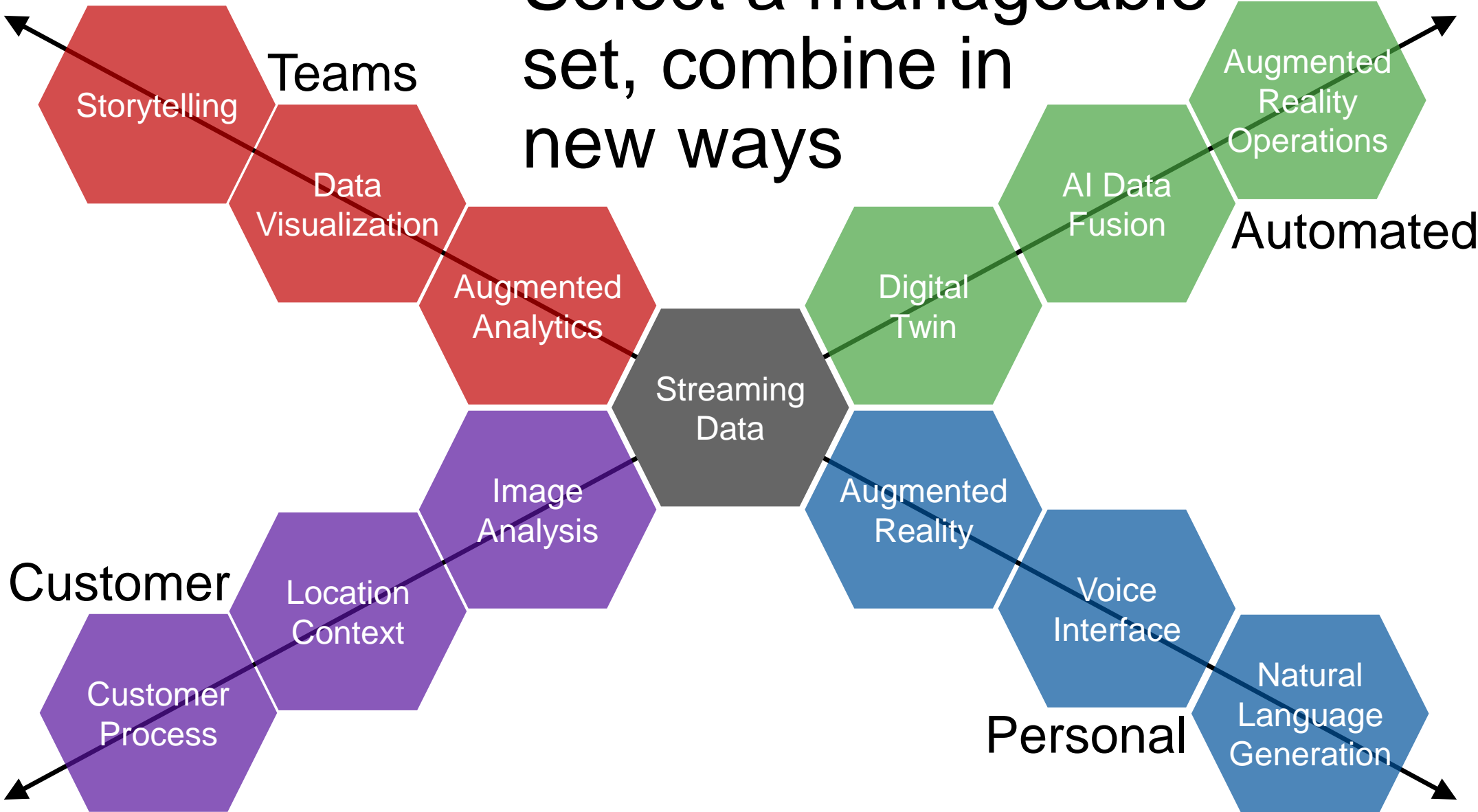
Explore and Ideate

Collect a range of trends.
Be iterative.



Rationalize

Select a manageable
set, combine in
new ways

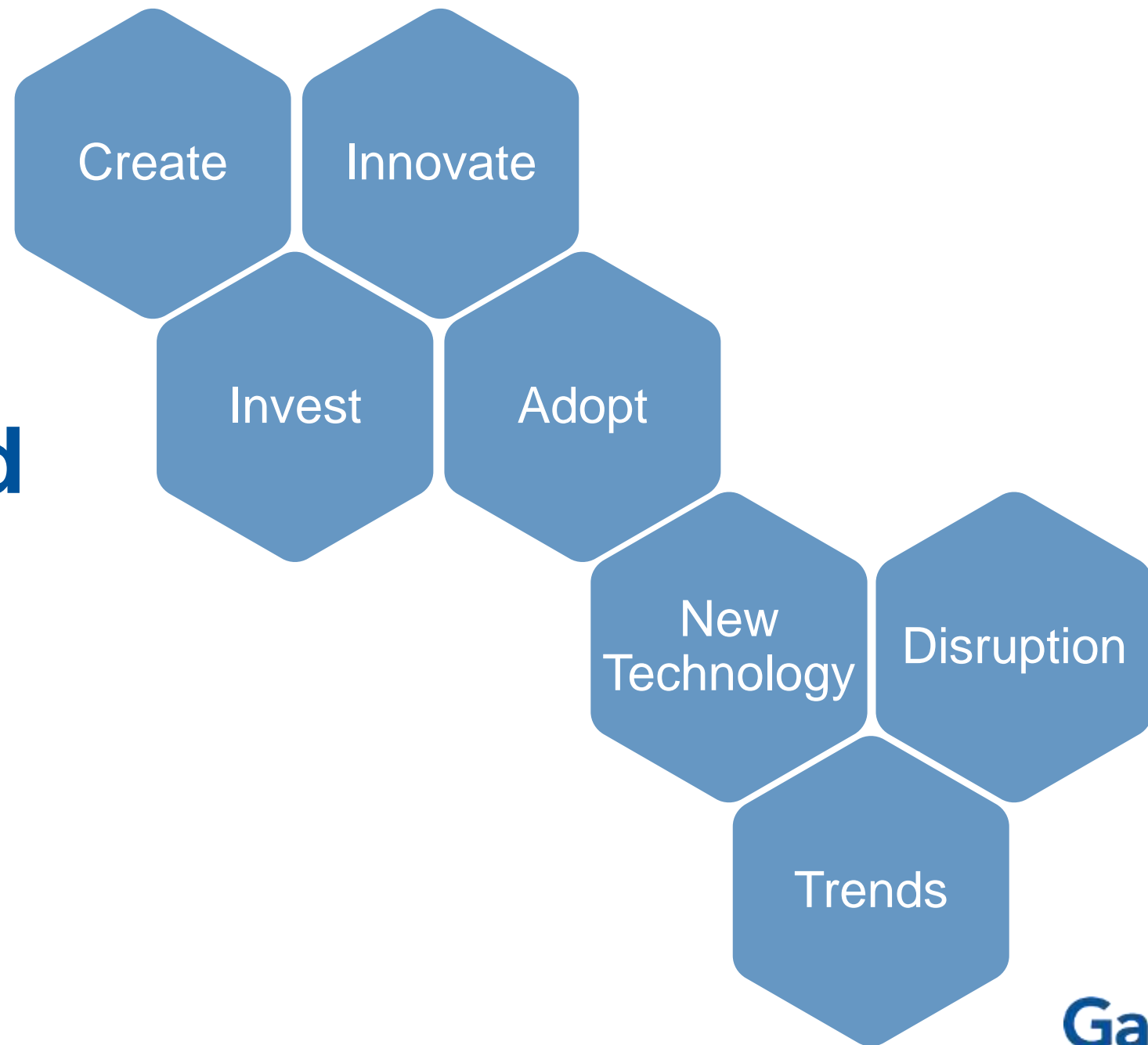


Evaluate



Transform

Create Scenarios and Roadmaps



**Trends
Represent a
Choice ...**



**... but Don't
Forget to
Take Chances**

Recommendations

- ✓ Assign responsibility for trend spotting.
- ✓ Establish clarity about your organization's priorities.
- ✓ Use trends as a catalyst to create scenarios, stories and roadmaps.
- ✓ Look for any opportunity to pilot innovation.

Recommended Gartner Research

- ▶ [Hype Cycle for Data Science and Machine Learning, 2017](#)
Peter Krensky and Jim Hare (G00325005)
- ▶ [Hype Cycle for Analytics and Business Intelligence, 2017](#)
Kurt Schlegel and Jim Hare (G00314848)
- ▶ [Beyond BI Reporting: Engaging Decision Makers Through Data Storytelling](#)
James Laurence Richardson (G00318669)
- ▶ [Technology Insight for Event Stream Processing](#)
W. Roy Schulte and Nick Heudecker (G00334449)
- ▶ [Applying Artificial Intelligence to Drive Business Transformation: A Gartner Trend Insight Report](#)
Whit Andrews (G00328114)
- ▶ [Augmented Analytics Is the Future of Data and Analytics](#)
Rita L. Sallam, Cindi Howson and Carlie J. Idoine (G00326012)
- ▶ [Machine Learning: FAQ From Clients](#)
Shubhangi Vashisth, Alexander Linden, Carlie J. Idoine, Jim Hare and Others (G00327948)

For information, please contact your Gartner representative.

**Plans Are Nothing;
Planning Is Everything**

