Self-Service Analyst

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Abstract

The term self-service refers to giving a person the tools and information to find answers to questions. Analytics is a term used to describe the data resulting from the analysis of data or statistics. Add these two terms together, and you get Self- Service analytics. Self-Service Analytics is a form of business intelligence (BI) that allows business professions with little to no data science background to perform queries and generate their reports using easy-to-use tools with basic analytic features. This self-service program became a reality to combat the increased data-driven culture we live in today. As time goes by companies struggle to store and analyze their own data resulting in an accumulate vast stores of data. This large amount of data increases the cost companies pay for collecting and storing data. While several companies have successfully created a self-service analytical program, there are some challenges companies must overcome before the advantages of self-service analytics can be seen.

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As previously stated, self- Service Analytics was created for business professionals to perform day-to-day analytics, while allowing data scientists to work on more critical data analysis. While these business users will not replace data scientist, they will take over an ever-expanding role that blends intuition with technology. Many people were concerned with allowing business users to run their own analysts due to the increased risk of data mismanagement. Data mismanagement could potentially cause damage to the company due to inappropriate decisions could be made based on flawed data. Also, the self-service program could lead to increased spending for business analytic tools, and there is an increased chance that proliferating can occur. To deter these things from happening, all business users need to be educated on using self-service tools. An effective self-service program shall be implemented to identify critical metrics, processes and policies for creating reports, and privileges for users created. The IT department shall monitor the self-service program on an ongoing basis to confirm compliance with company policies.

Overall self-service tool program will be a challenge to implement; however, the tradeoff is greater than the risk. Self-service analytics allows companies to get valuable data from nontechnical users to make decisions based on facts. This will ideally lead to faster and better decision-making overtime.

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References

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