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**By**

**Sunil Raj Thota**

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**ALY 6060 – Decision Support and Business Intelligence**

**Prof. Susan Gracia**

**Introduction**

Embedded analytics makes it possible for us to have quick access to data in context. Embedded analytics incorporates the analyzed data into your product or internal business workflows, rendering data visual and understandable through dashboards, maps, and reports. It will make reporting easier for everyone. Embedding analytics in customer-facing products will help us quickly bring new value/ product differentiation to market. Here are three examples of how companies are using embedded analytics to improve customer loyalty, efficient decision-making, and market competitiveness. The use of machine learning algorithms and artificial intelligence, more and more manual work is being automated. If we have incorporated analytics into your business application, this automation is a massive advantage to us. It enables us to sell an AI-enabled product and provide data insights to end users more quickly than ever before.

As included, (Bergen Adair, 2020), Embeddability is a requirement that is necessary to lead a successful implementation of embedded analytics. The platform must do lots of jobs from Data Exploration to Data Modeling, Data Preparation to Data Blending, ETL to Data Discovery, OLAP to Multi-Dimensional Analysis, and Data Governance to Data Security. Businesses have turned to analytics advancements to capture new opportunities and markets as the need to be competitive has grown. Using an analytics vendor to integrate analytics into a product helps the product and development teams to concentrate on their core business rather than spreading resources to create products outside of their expertise. The monetization of embedding analytics, such as how to improve revenues, minimize turnover, or provide new revenue sources, is usually the focus of resource allocation and budget.

Data is frequently collected from a variety of sources, including common databases including MS SQL, Oracle, MySQL, and PostgreSQL. When an analytics platform retrieves data from different data sources to use in a report, it is referred to as cross-database reporting. End users should be able to use the analytics framework to create cross-database joins and queries that reflect a single logical data model. Depending on how the embedded analytics is designed, the dashboard or report will update the data at different intervals by running the queries again. The charts usually get updated with latest data that can be fetched from the databases in real-time and can handle multiple parallel queries from various users.

From the (Sheridan Gaenger, 2020), data which was collected via API from a variety of sources and stored in a data warehouse or database. This information was gathered and used to produce a report or dashboard, which was then integrated into the website, program, or application. Creating a data-driven culture necessitates planning, as well as executive ownership and encouragement for the transition. One of the most effective ways to promote the use of analytics is to: The use of embedded analytics removes the need to exit one program to access a standalone BI platform, successfully holding users inside the business workflow.

Embedded analytics software now includes intuitive dashboards that remove the need to learn code or data analytics. Users also save time by not having to open two different applications to display charts and KPI metrics. The reports can be used by marketing departments to generate sales leads, thus increasing revenue. To reap the benefits of embedded analytics, an organization must place a greater emphasis on user experience. This means the software should be easy to use, with intuitive dashboards and simple-to-understand visual reports. Customers will usually find all their information at one place with beautiful charts, insights, reports, and customized dashboards. Users may also use the same program to modify functions, format reports, add filters, build groupings, measure fields, and much more.

Also, setting project targets before beginning technical work is a good way to ensure that everyone involved is on the same page about what constitutes progress. As the first step, set aside time to build project goals. It results in a more efficient team due to its convenience and productivity. People save time when they use the embedded analytics framework because they can access the insights without having to rely on the data team to create ad-hoc dashboards/ reports.

**Conclusion**

With automation extending into more conventional analytics capabilities and assisting analysts and end users in their search for insights and explanations, the augmented analytics trend can only grow. Without applications with embedded analytics, it would be almost impossible for businesses to retain a competitive advantage. Recent advancements in AI will pave the way for more effective predictive analysis applications. Instead of spending time switching between two apps to get information, users would be able to get it all in one place. User-friendly dashboards are also included in the embedded analytics applications, which improve the user experience. Embedded analytics software looks a lot like business intelligence software, but it stands out because of the special user interface. The application's capabilities and features are built in.

**References**

[1] Bergen Adair, Embedded Analytics Requirements and Features was retrieved from https://www.selecthub.com/business-intelligence/embedded-bi/embedded-bi-analytics-requirements/

[2] Sheridan Gaenger (October 13, 2020), Embedded Analytics: What Is It and How Is It Used? was retrieved from https://chartio.com/learn/business-intelligence/embedded-analytics-what-is-it-and-how-is-it-used/