

Workshop: Scaling Self-Service Data and Analytics

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Strategic Planning Assumptions

- By 2020, the **number of data and analytics experts in the business units will grow at three times the rate of experts in IT departments**, which will **force companies to rethink their organizational models and skill sets**.
- By 2020, **augmented analytics will be a dominant driver of new purchases** of analytics and BI as well as data science and machine learning platforms, and of embedded analytics.
- By 2025, a **scarcity of data scientists will no longer hinder the adoption of data science and machine learning** in organizations.
- By 2020, organizations that offer users **access to a curated catalog of internal and external data will derive twice as much business value** from analytics investments as those that do not.

Self-Service Data and Analytics Framework

1. Why — Business Extension vs. Business Transformation
2. What — Measure, Classify, Decide
3. Who — Centralized, Decentralized, Cross-Functional
4. How — Prototype, Pilot, Production

Keep the Four Pillars in Mind

Business Outcomes



Information Management Foundation

(Data):

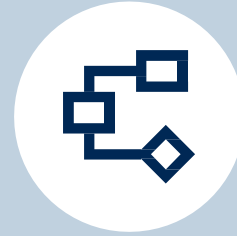
- Data Governance
- EIM
- Information-Driven Enterprise



Organization

(People):

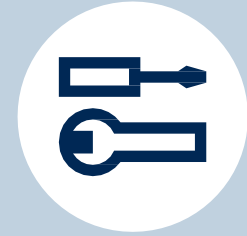
- Business and IT Team Roles
- Individual Skills
- Centralized or Decentralized



Fact-Based Decision Making

(Process):

- Information as an Asset
- Instinct vs. Analytics
- Management and Governance



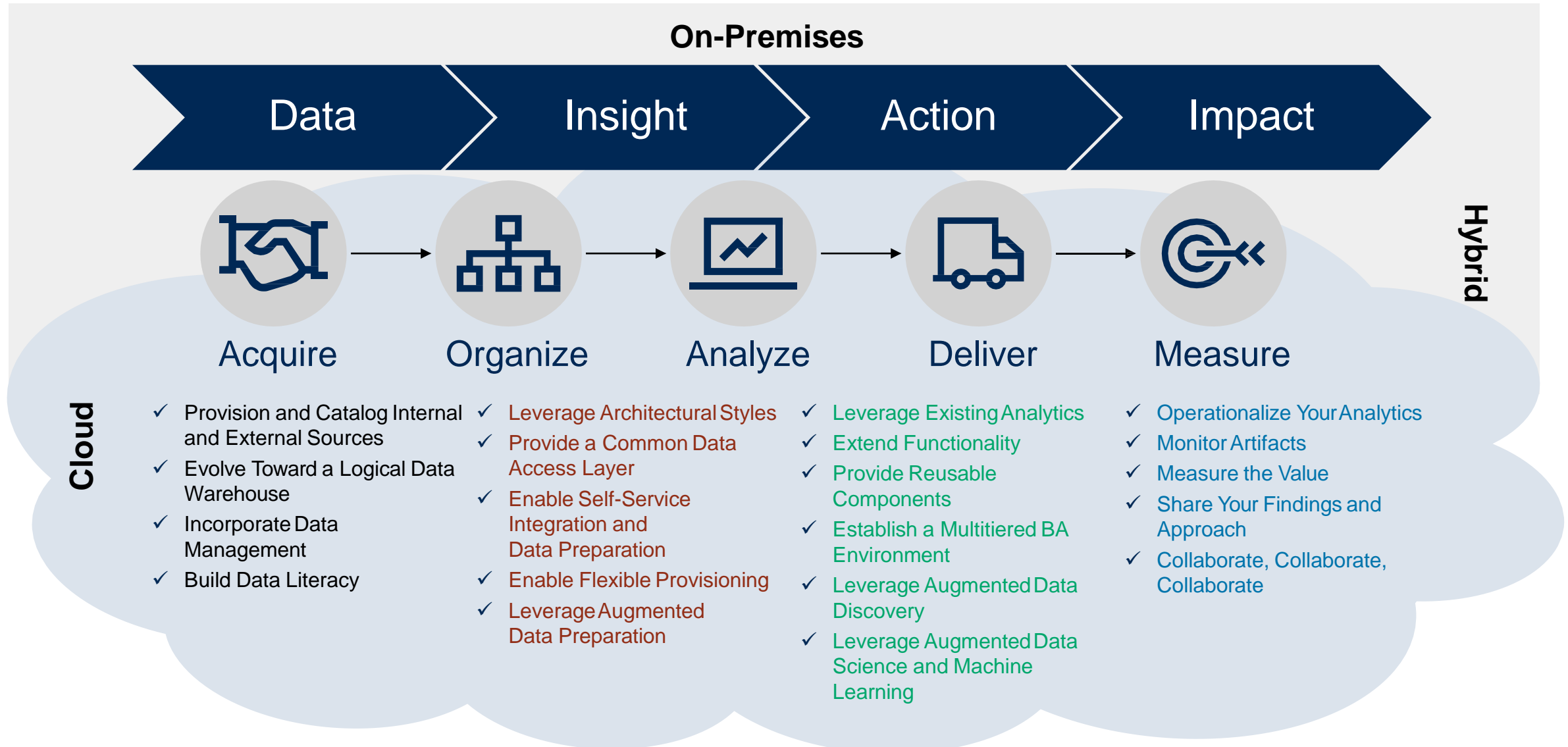
Appropriate Technology Platform

(Technology):

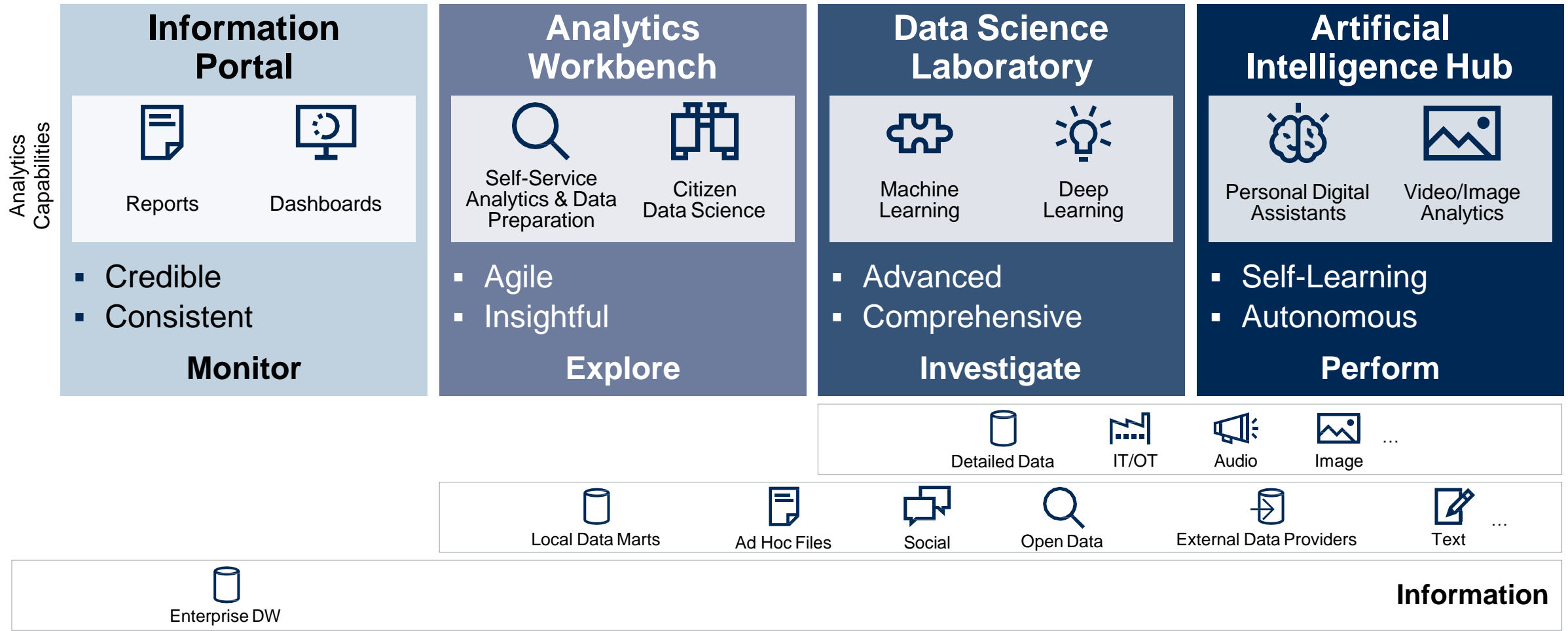
- Integrated Toolset and Delivery Platform
- Not Silos of Capability

The Information-Driven Enterprise

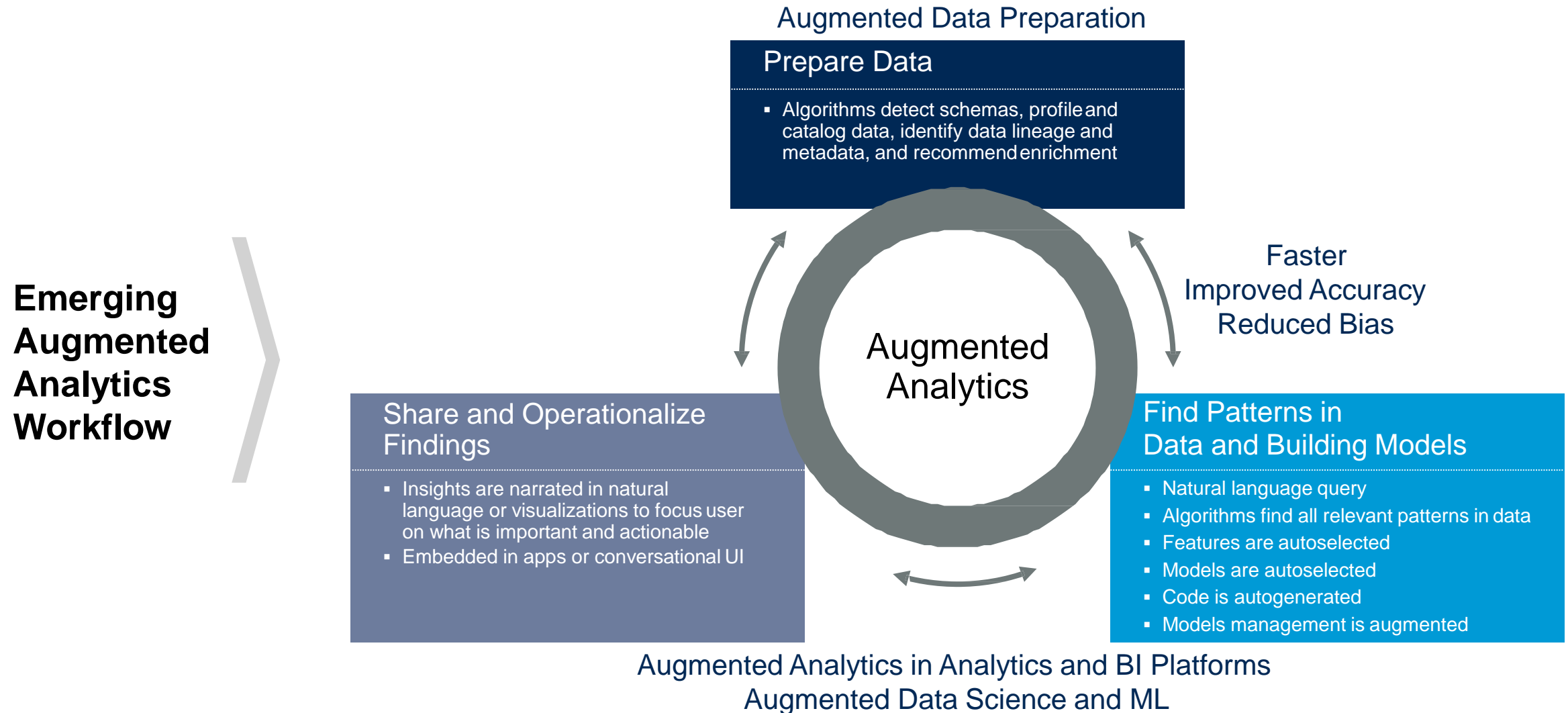
Comprehensive Analytic Process — Where Self-Service Fits



Four-Tier Analytic Architecture Supports Functional Clusters



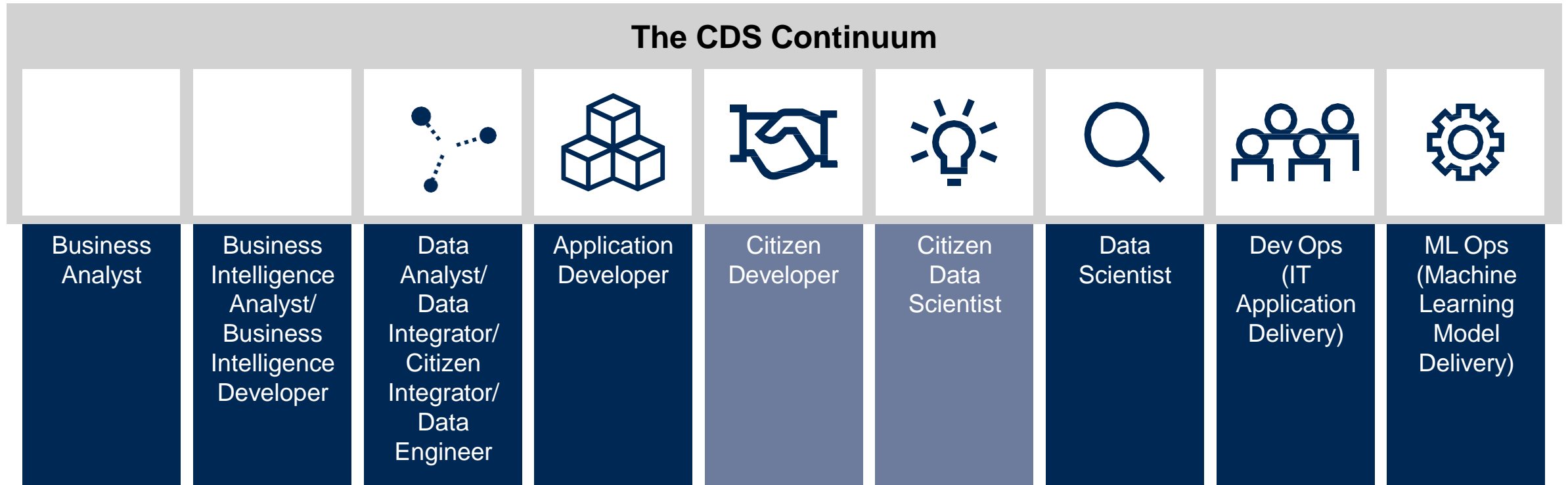
Empower and Enable With Augmented Analytics



Source: ["Augmented Analytics Is the Future of Data and Analytics."](#) (G00375087)

Citizen Data Science

Roles that Filter into the CDS Continuum



Source: ["Maximize the Value of Your Data Science Efforts by Empowering Citizen Data Scientists,"](#) (G00343732)

Step by Step

1. Think about your organization or case study.
2. Devise a self-service approach including:
 - Using the self-service D&A framework.
 - Consider the end-to-end BA process.
3. Document your rationale and considerations.
 - Considerations, challenges, approach, priorities and rationale.

Scaling Self-Service for the Data and Analytics Recommended Approach

| | Why | What | Who | How | Other |
|---------|-----|------|-----|-----|-------|
| Data | | | | | |
| Insight | | | | | |
| Action | | | | | |
| Impact | | | | | |
| Other | | | | | |

Recommended Gartner Research

- [How to Enable Self-Service Analytics and Business Intelligence: Lessons from Gartner Award Finalists](#)
Carlie Idoine and Cindi Howson (G00331768)
- [Maximize the Value of Your Data Science Efforts by Empowering Citizen Data Scientists](#)
Carlie Idoine and Erick Brethenoux (G00343732)
- [Augmented Analytics Is the Future of Data and Analytics](#)
Rita Sallam, Cindi Howson and Carlie Idoine (G00375087)
- [Build a Comprehensive Ecosystem for Citizen Data Science To Drive Impactful Analytics](#)
Carlie Idoine (G00375359)

For information, please contact your Gartner representative.