Gartner Data & Analytics Summit

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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.

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Workshop Agenda

1. Scaling Self-Service for D&A Guidance (15 Minutes)
   Take the Four Pillars End to End
2. Group Exercise (35 Minutes)
   Recommend a Self-Service D&A Approach for Your Case Study
3. Report Back (30 Minutes)
   Share Your Decisions
4. Summary and Next Steps (10 Minutes)

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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

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Keep the Four Pillars in Mind

Business Outcomes

Information Management Foundation

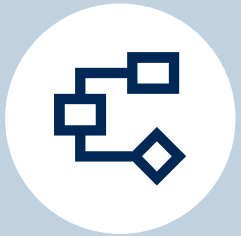
(Data):

- 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

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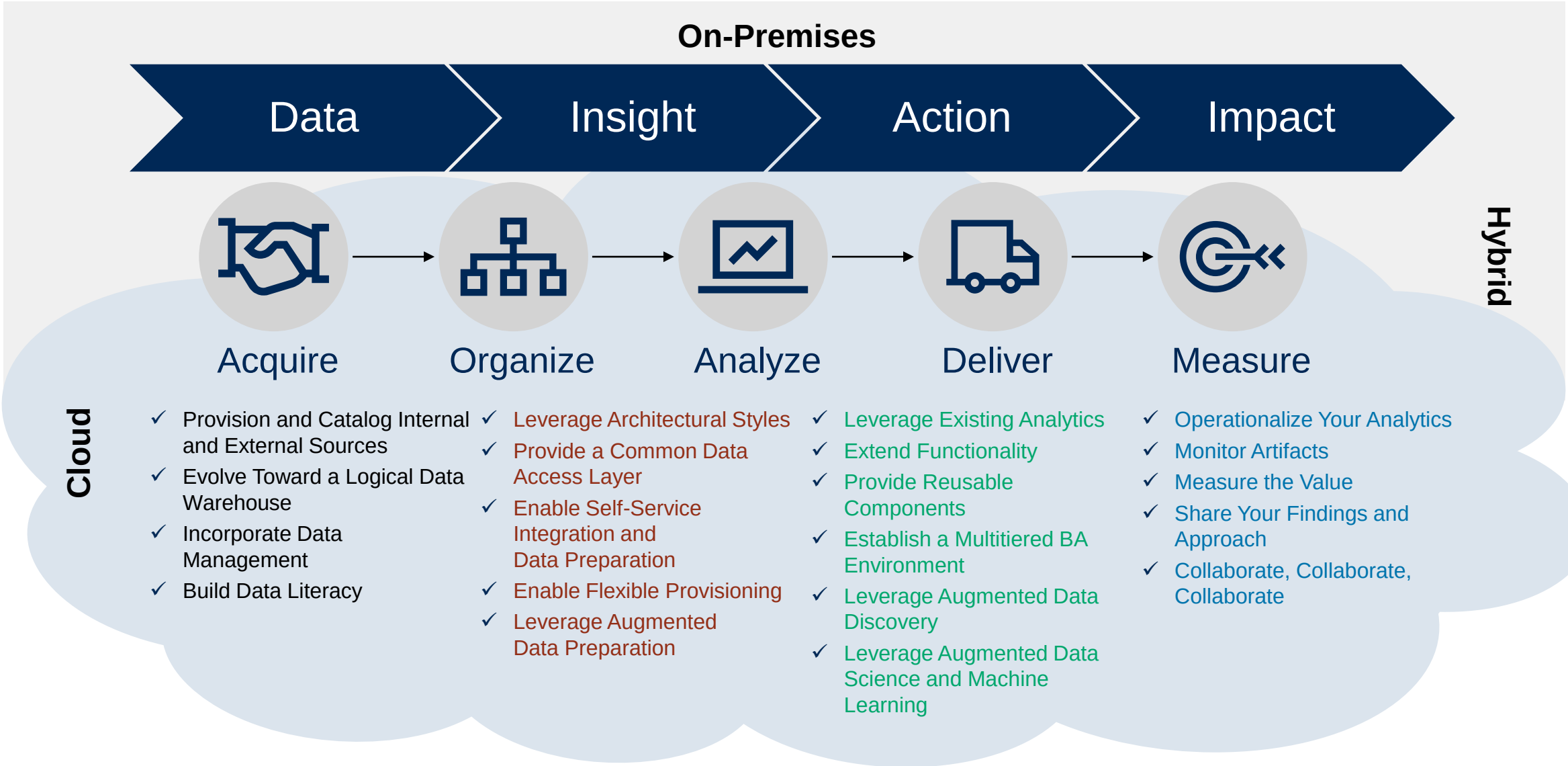
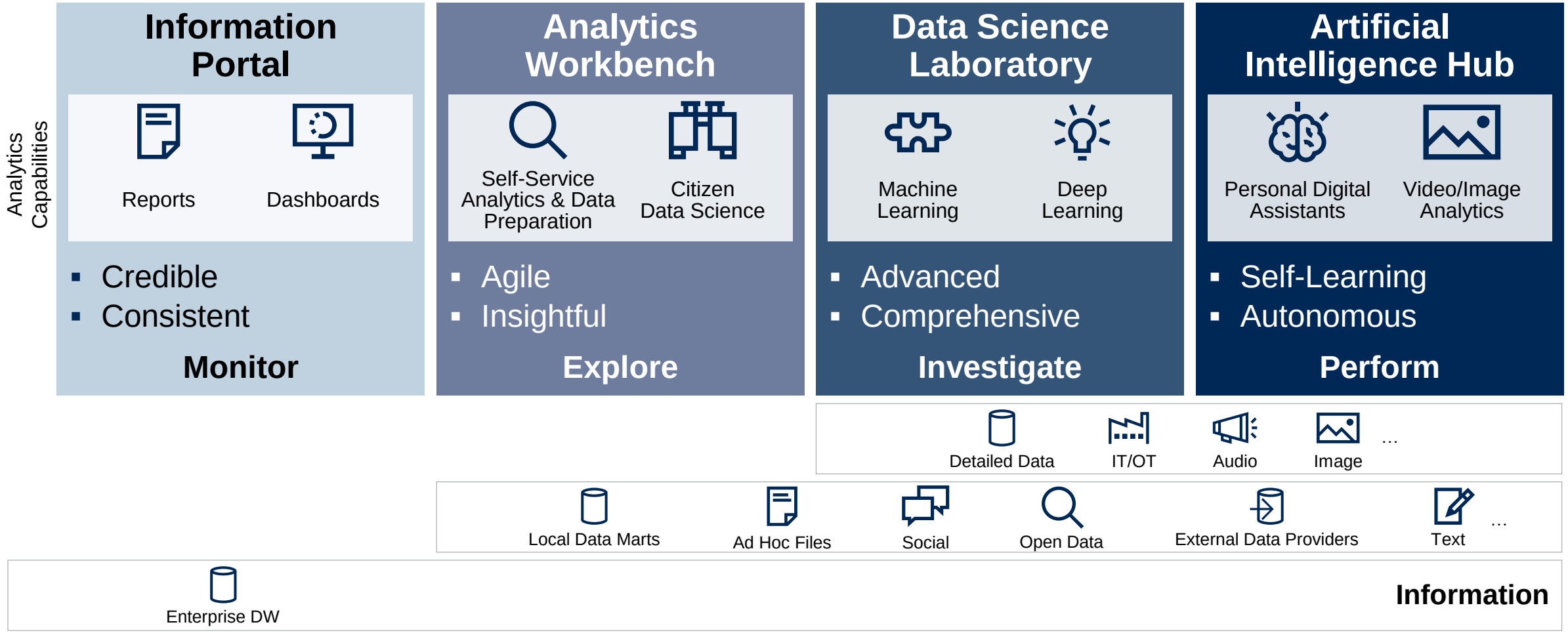
Comprehensive Analytic Process — Where Self-Service Fits



Four-Tier Analytic Architecture Supports Functional Clusters



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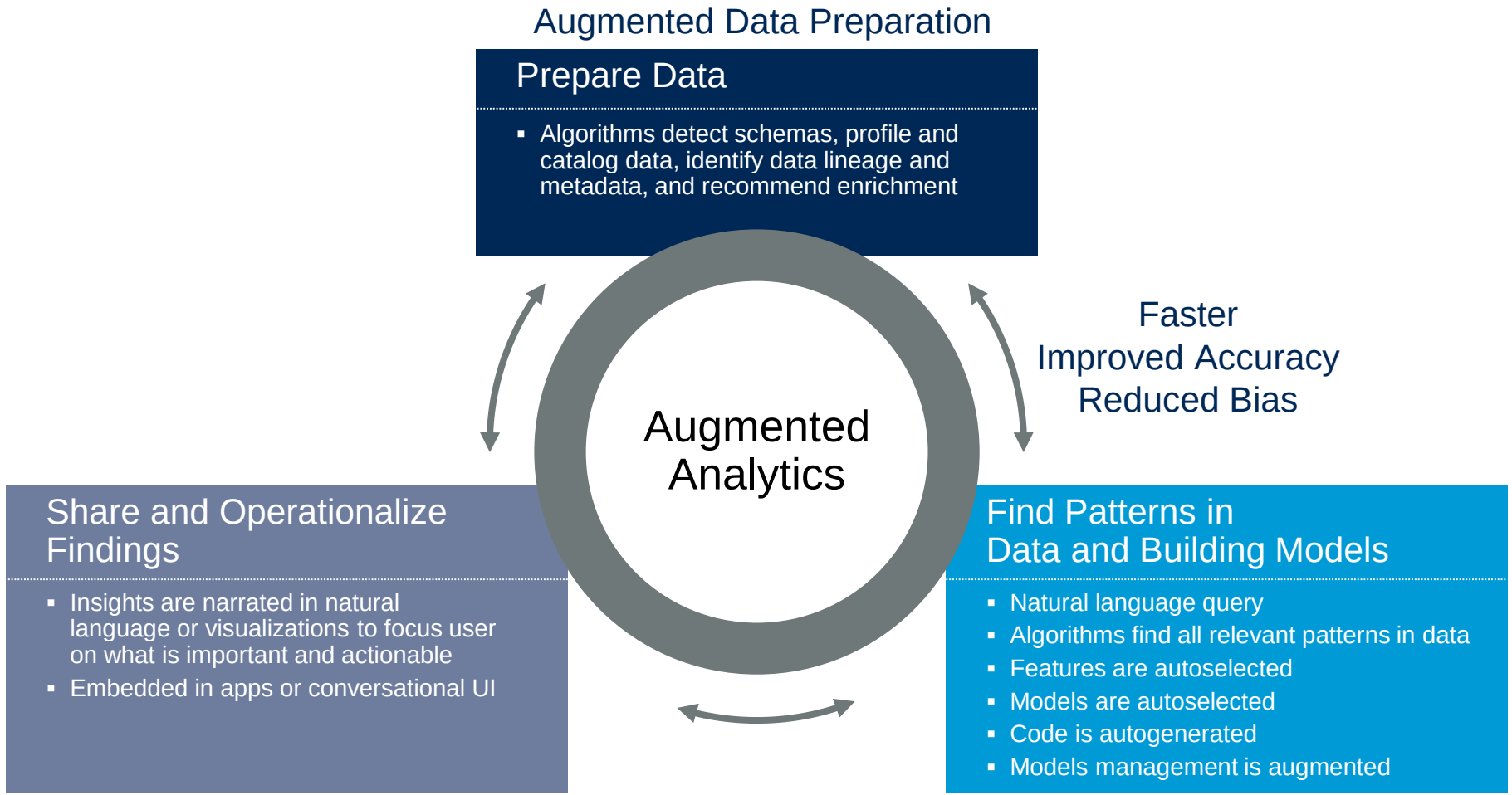
Empower and Enable With Augmented Analytics

Emerging Augmented Analytics Workflow



Augmented Analytics in Analytics and BI Platforms
Augmented Data Science and ML

Source: "Augmented Analytics Is the Future of Data and Analytics," (G00375087)

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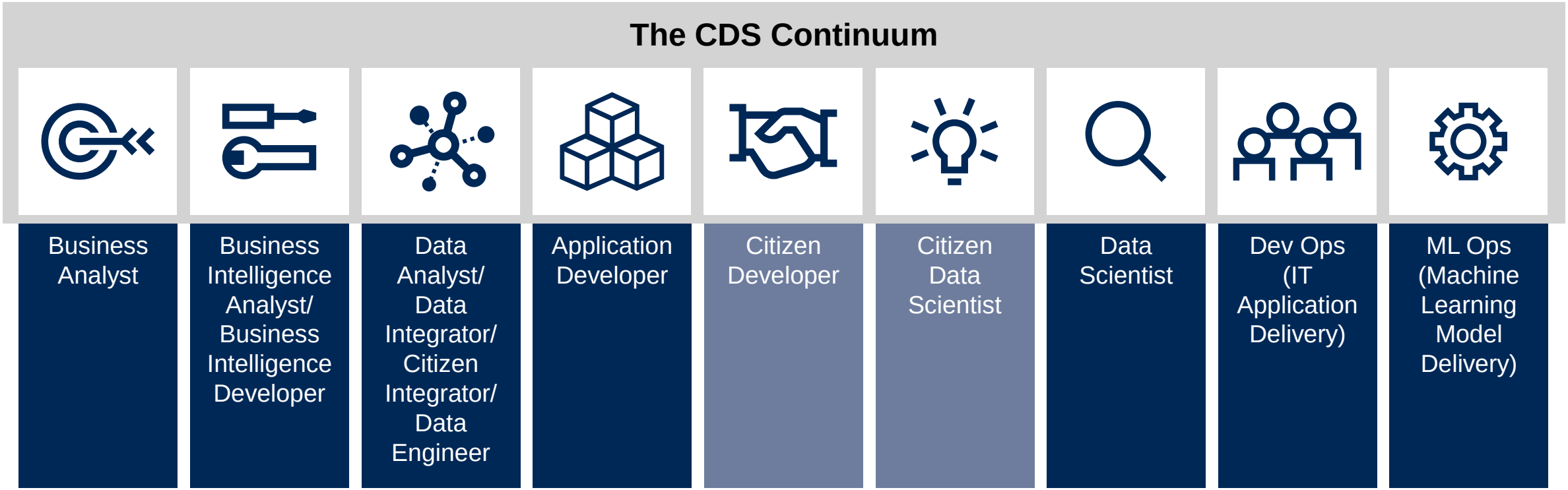
Citizen Data Science

Roles that Filter into the CDS Continuum



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

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The Group Exercise

1. Form into groups of four or five people.
2. Review the case study and discuss the considerations relevant to your case study.
3. Devise a self-service approach including:
   - Using the self-service D&A framework.
     - Consider the end-to-end BA process.
4. Document your rationale and considerations.
5. Prepare to present your findings.

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Scaling Self-Service for the Data and Analytics Recommended Approach

	Why	What	Who	How	Other
Data					
Insight					
Action					
Impact					
Other					

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Ground Rules

- Respect the speakers:
  - All ideas/comments are valid.
  - Please stay engaged.
- Speak up and request clarification.
- Make your point first — then explain it.
- Learn something new!
  - Give everyone a chance to share.
- Have some fun!

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Report Back

- Each team reports back to the whole group related to their use case:
  - Considerations, challenges, approach, priorities and rationale.
- Share your “aha” moments; how to apply this learning back to work.

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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)

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Summary and Next Steps

1. Thank you for participating!

2. Complete your feedback forms.

3. Keep in touch.

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