7 Ways to Get Started with Self-Service Analytics

Self-service BI aims to enable various business users without technical backgrounds to make impromptu decisions from data by efficiently querying and visualizing it. Below are seven key ways to launch into an analytics initiative.

01

Integrate Data

Pull together data from traditional and cloud sources, unify, enrich, and understand the meaning of that data. Apply business logic and create measures and KPIs. Ensure your business users know how to connect to the data sources and can do it from various devices.

02

Evaluate User-Friendly BI tools

Select a business intelligence tool that addresses most of your needs. The right self-service BI tool should offer the right amount of flexibility, integrate with your data sources seamlessly, and scale to meet your company's growth rate. Evaluate your requirements – then compare them to available tools that meet your price point.

03

Provide Foundational Learning

Learnings include ongoing support for your users, which can include onboarding and recurrent learning sessions. Consider an introduction to data architecture for your users covering topics like data source access, commonly utilized tables, relationships between objects, and data processing.

04

Enable and Support Business Users

Through this support, the company will see an increase the overall number of users and improve their skills. To maximize the returns on technology investments, business needs not only a high number of users, but confident users who know how to work with and understand data.

05

Establish an On-Demand Knowledge

A repository for training materials, new features overview, and frequently asked questions. A knowledge center will be invaluable for new employees of the organization, along with current self-service users facing any challengers or looking to expand their knowledge.

06

Create a Community of Self-Service Users

This community is achievable by creating internal and external user groups, publishing blogs and infographics, hosting learning and social events.

07

Establish Best Practices

Have guidelines for responsible data usage and reporting, including quality assurance, Technology best practices, publishing. Also, consider guidelines for visualizations & branding. Define a Data Governance policy that provides data management guidelines, data quality, access and user policies, procedures for creating and sharing dashboards and reports.

Start your journey to self-service BI with the help of CCG. Start with our Analytics Maturity Assessment, here.

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