Top 10 Analytics Trends

1. Ease of use: Analytics is the past, especially now that advanced analytics, when equipped with consumer-friendly tools, are available for everyone. Today’s analytics solutions are becoming easier to use, with a focus on simplicity and usability. They are designed to be more intuitive, user-friendly, and accessible to a broader audience. This trend is driven by the increasing demand for analytics that are not only powerful but also easy to understand and interact with.

2. The democratization and commercialization of analytics: Organizations are now using analytics as a competitive advantage. Analytics are becoming a shared responsibility among various departments, not just IT. This trend is driven by the increasing adoption of cloud-based and SaaS analytics solutions, which make analytics more accessible and affordable for organizations of all sizes.

3. Business analytics using open-source technologies: More organizations are turning to open-source technologies for their analytics needs. Open-source tools, such as Apache Hadoop and Spark, are becoming popular due to their cost-effectiveness and scalability. This trend is driven by the desire to harness the power of open-source solutions while maintaining flexibility and control.

4. Scale and analytics in the cloud: In addition to producing valuable insights, cloud analytics are enabling businesses to at scale analysis. Cloud-based analytics solutions allow organizations to process and analyze vast amounts of data in real-time, enabling faster decision-making. This trend is driven by the increasing availability of cloud-based analytics solutions.

5. Formatting analytics: When you operationalize something, you make it part of a business process. Operationalizing analytics means turning the insights from data analysis into actionable strategies that drive business outcomes. This trend is driven by the increasing demand for analytics that are not only insightful but also actionable.

6. Big data: When you increase the volume or variety of disparate data, the analysis becomes more complicated. Big data analytics is enabling organizations to make sense of large and complex data sets. This trend is driven by the increasing availability of data from various sources, such as social media, IoT, and sensor networks.

7. Mobile and analytics: Mobile devices have opened up new platforms for users to access and analyze data. Mobile BI and analytics apps are becoming increasingly popular, enabling businesses to make data-driven decisions on the go. This trend is driven by the increasing adoption of mobile devices and the desire for real-time access to data.

8. The cloud: Although it has taken longer than some expected for the cloud to be a mainstay of business BI, it is now entering the mainstream and has become a key component of most organizations’ analytics strategies. The cloud provides organizations with on-demand access to computing resources, allowing them to scale up and down as needed. This trend is driven by the increasing availability of cloud-based BI and analytics solutions.

9. Big data and analytics: The increasing adoption of cloud data solutions is growing, and this trend shows more companies are using cloud-based solutions to handle and analyze big data. Organizations are turning to cloud-based analytics solutions to make sense of large and complex data sets. This trend is driven by the increasing adoption of cloud-based BI and analytics solutions.

10. Storytelling: The ability of data analytics to summarize and visualize data to create compelling stories is a trend that is growing. Organizations are using storytelling to communicate the value of analytics to stakeholders. This trend is driven by the increasing importance of data visualization in communicating insights and driving action.

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