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# Data and Analytics Essentials: 3 Steps to Implement Self-Service Analytics

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Self-service analytics is a prevalent form of data and analytics usage in many organizations. Data and analytics leaders must learn best practices that balance autonomy and time to insight for business users with governance, structure and trusted content created by users for the organization.

## Overview

This presentation describes a set of processes to operate a self-service analytics initiative. The goal is to deliver data and analytics (D&A) capabilities to business functions according to the expectations of business users, IT and the centralized D&A team, which have different priorities.

The following attributes generally describe, in no specific order, some of the most relevant issues for the three types of stakeholders:

- Business users: Autonomy, agility, flexibility, access to data from diverse data sources, ease of use of tools, time to insight, level of trust on data and ability to respond to decision makers' requests
- IT teams: Standardization of vendors, tools, processes, data and analytics assets, governance, security and privacy, structure, scalability, performance, ability to administer and operate technical processes and systems, and lower software costs
- Centralized D&A teams: Adherence to the D&A strategy and operating model, D&A assets structure, data literacy enablement, data and analytics governance, business enablement with D&A, and D&A-driven business value creation

The lists above don't imply that each group will only consider its own expectations relevant, but there are clear preferences that are not aligned across the groups. Recognizing that self-service analytics must operate

with a model that attempts to address the concerns of all stakeholders, including decision makers not mentioned above, is a key success factor.

This guide can be used to train members of the three groups and, in a summarized version, gather support from business stakeholders for the implementation of self-service analytics.

This presentation offers D&A leaders a step-by-step guide. It includes the processes, roles, skills and technical capabilities that should be in place to respond to most of the expectations described in the Overview section, potentially leading to a win-win scenario on self-service analytics for centralized and decentralized teams.

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*\*\* Attention: research are originally in English and I have translated it into Chinese by Google Translate as instructed by Peter. In case of any discrepancy between the English version and the Chinese version, the English version shall*