

Self-service Business Intelligence

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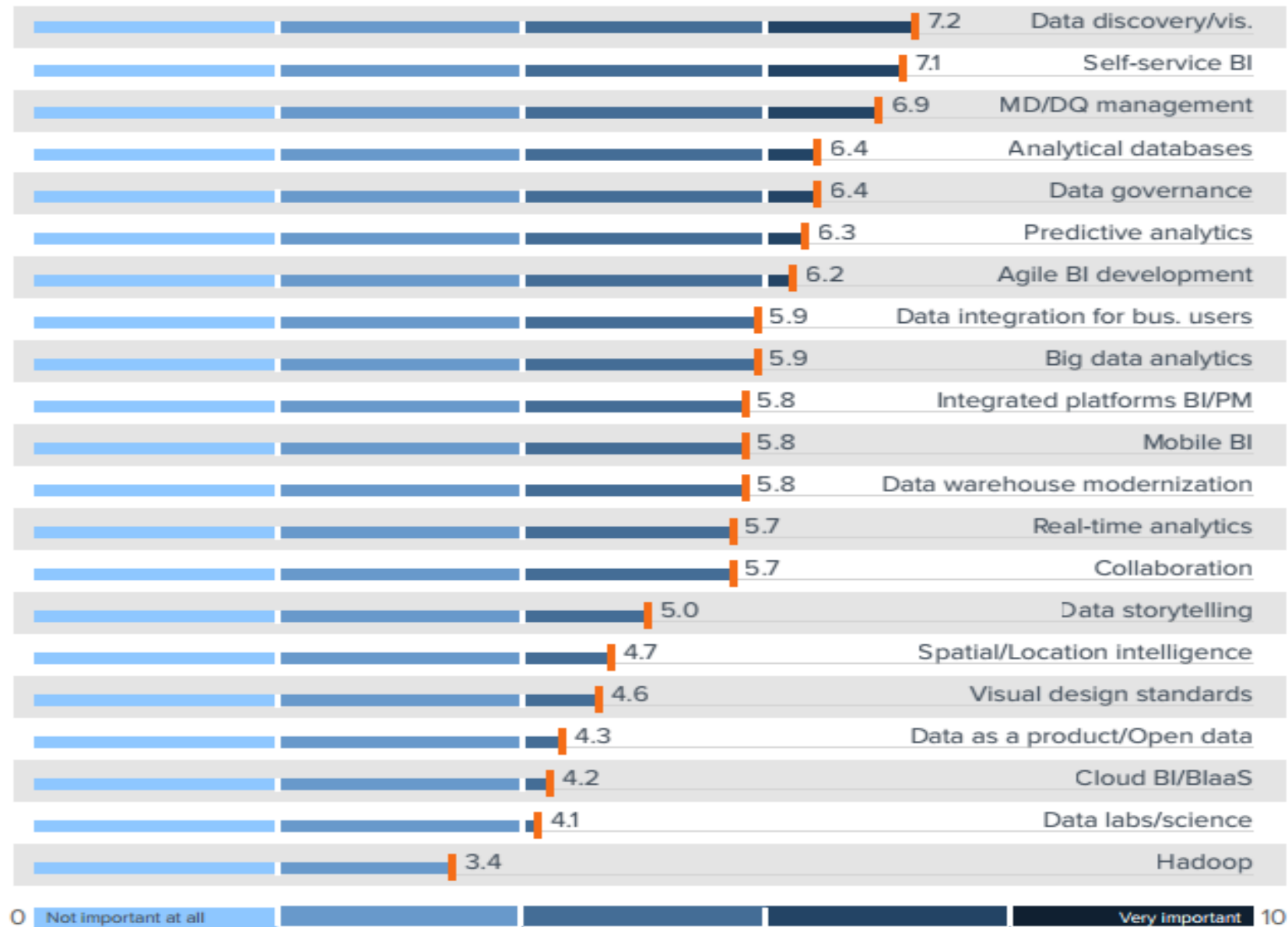
Business Intelligence vs Self-Service Business Intelligence

- New key trend in Business Intelligence – Self-Service Business Intelligence
- Business Intelligence: characterized by their company-wide scope, enormous data volumes, complexity, and expense;
- SSBI: *a process wherein end-users design and utilize their own reports and analyses within approved and supported architectures and tool portfolios*

Business Intelligence vs Self-Service Business Intelligence

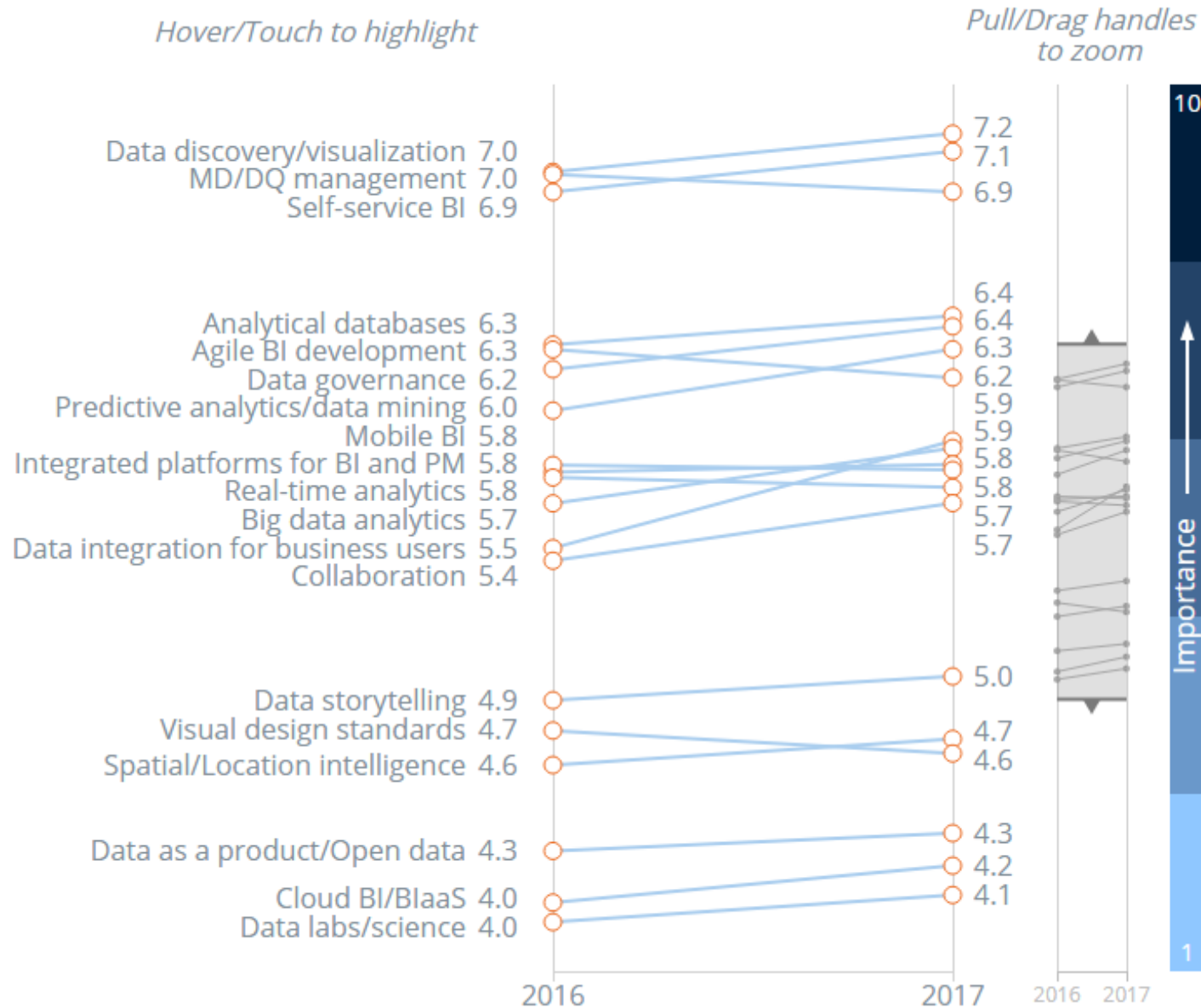
- Self-service BI solutions are aimed primarily at the individual needs of single users, or small groups of users
- SSBI solutions are also based on tools and products with a different scale than standard BI systems
- the basic principles — solution, analysis, proposal — remain essentially similar
- Tools: Power BI, PowerPivot, Tableau, QlikView,

Importance of Self-Service Business Intelligence



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Change of Importance of Self-Service Business Intelligence



SSBI and Organizational Shifts in IT

- SSBI is an attempt to resolve the conflict between two opposing needs in enterprise.
 - need of BI output “consumers” for flexibility and independence in their data analysis
 - the IT department’s need to have undisturbed control over data and over the creation and distribution of information inside the firm
- SSBI extends the traditional BI environment, adding the option to perform one’s own user analyses of the published data and to do reporting on it without the need for action by IT staff
- SSBI gives non-IT workers more options, more flexibility, and more independence to be able to answer a given question in a significantly shorter time

Effects of SSBI

- for users
- for IT units
- for the organization itself

Failures of Self-service Business Intelligence

- Users spend too much time preparing and sanitizing data
- No processes and governance exist to enable validation of the data used
- The application used does not meet architectural requirements for life-cycle sustainability and management
- Users do not have the capability to prepare outputs that are suitable for supporting decision-making
- Etc.

Conclusions

- demand on the Business Intelligence market has shifted towards tools that are easy to use, whose functionality supports the complete analytical workflow and does not demand significant involvement of IT staff in predefining data models and datasets as a prerequisite for performing specific analyses
- We should teach courses using Self-Service Business Intelligence tools to deliver educated graduates to market

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Questions

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