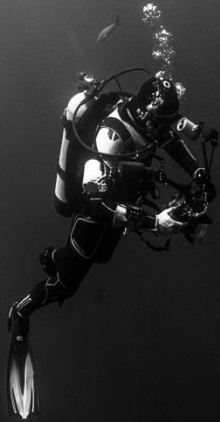





Embedded BI facilitates analytics of everything,
everywhere.





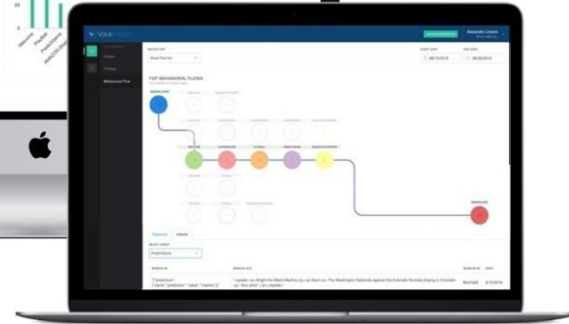
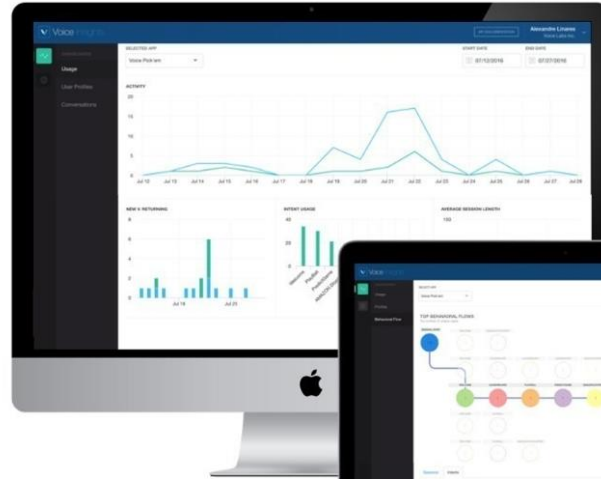
Embedded BI facilitates analytics of everything, everywhere.

Analytics has become an indispensable tool for businesses.

However, it is still a means to an end. Few companies are actually using analytics to maximum effect.

More businesses are expected to realize the importance of analytics as a key decision making tool, that can help them improve their businesses.

Analytics and IoT come together.



Analytics and IoT come together.

'Internet of Things (IoT)' based gadgets enable deeper data capture at wider touchpoints.

Decision science (a.k.a. analytics) facilitates decision making based on the analysis of the data obtained through IoT devices.

Businesses comprehend that IoT contraptions without powerful analytics is useless.



SMBs become more data savvy to explore analytics in marketing.





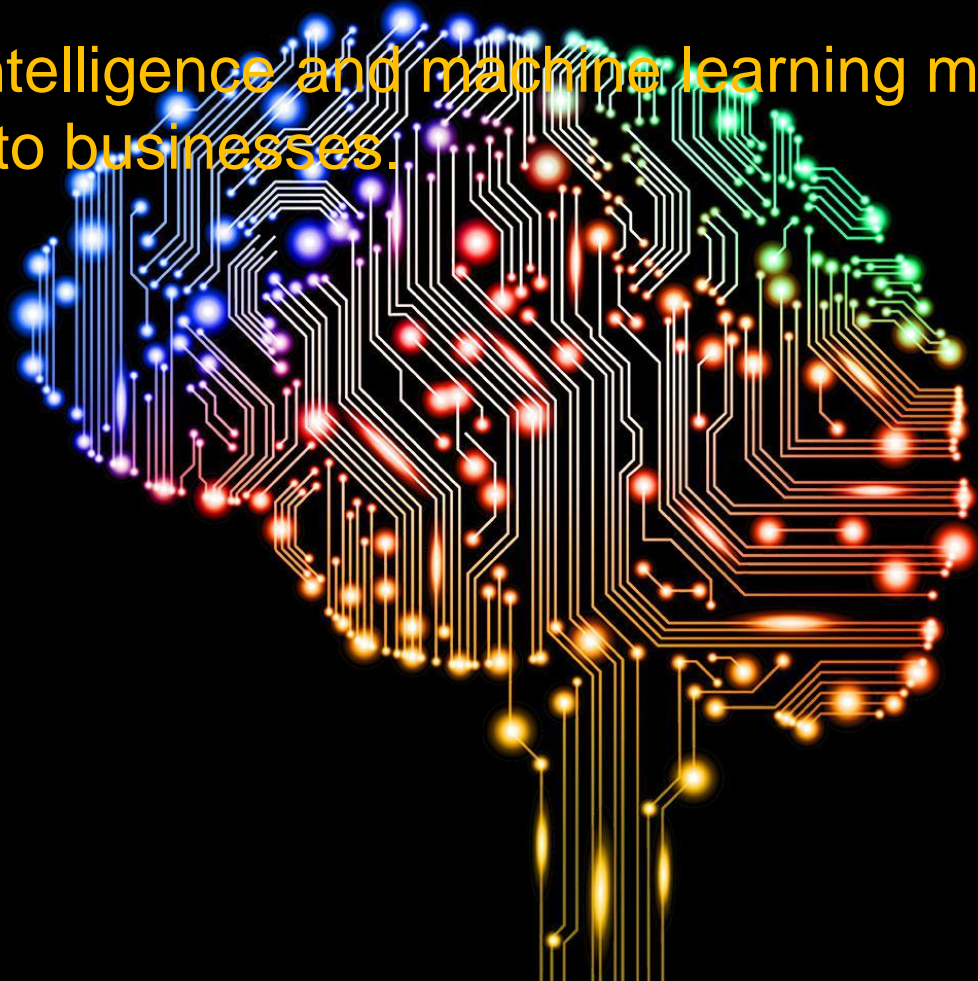
SMBs become more data savvy to explore analytics in marketing.

In today's digital world, marketing dollars spent with no analytics is money down the gurgler.

Inside most organizations, users have huge data and want to make sense of it. However, they have not had easy access to the technology to do so.

Business users are increasingly hiring specialized firms to leverage powerful analytical functions like k-means clustering and forecasting.

Artificial intelligence and machine learning make inroads into businesses.

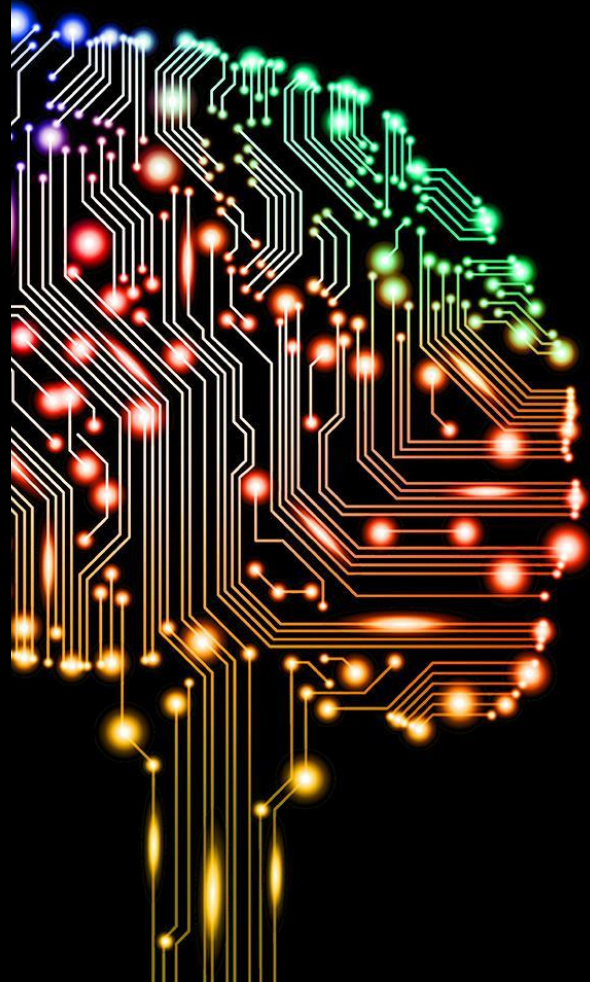


Artificial intelligence and machine learning make inroads into businesses.

As technology improves, use of AI becomes a reality in the analysis of intensely complex problems.


Businesses are applying advanced machine learning algorithms to data hitherto consigned to tape drives to get comprehensive view of business.

For example, Banks are already using AI and ML techniques to detect fraudulent transactions.



Businesses turn to 'Spark' technology to crunch big data.





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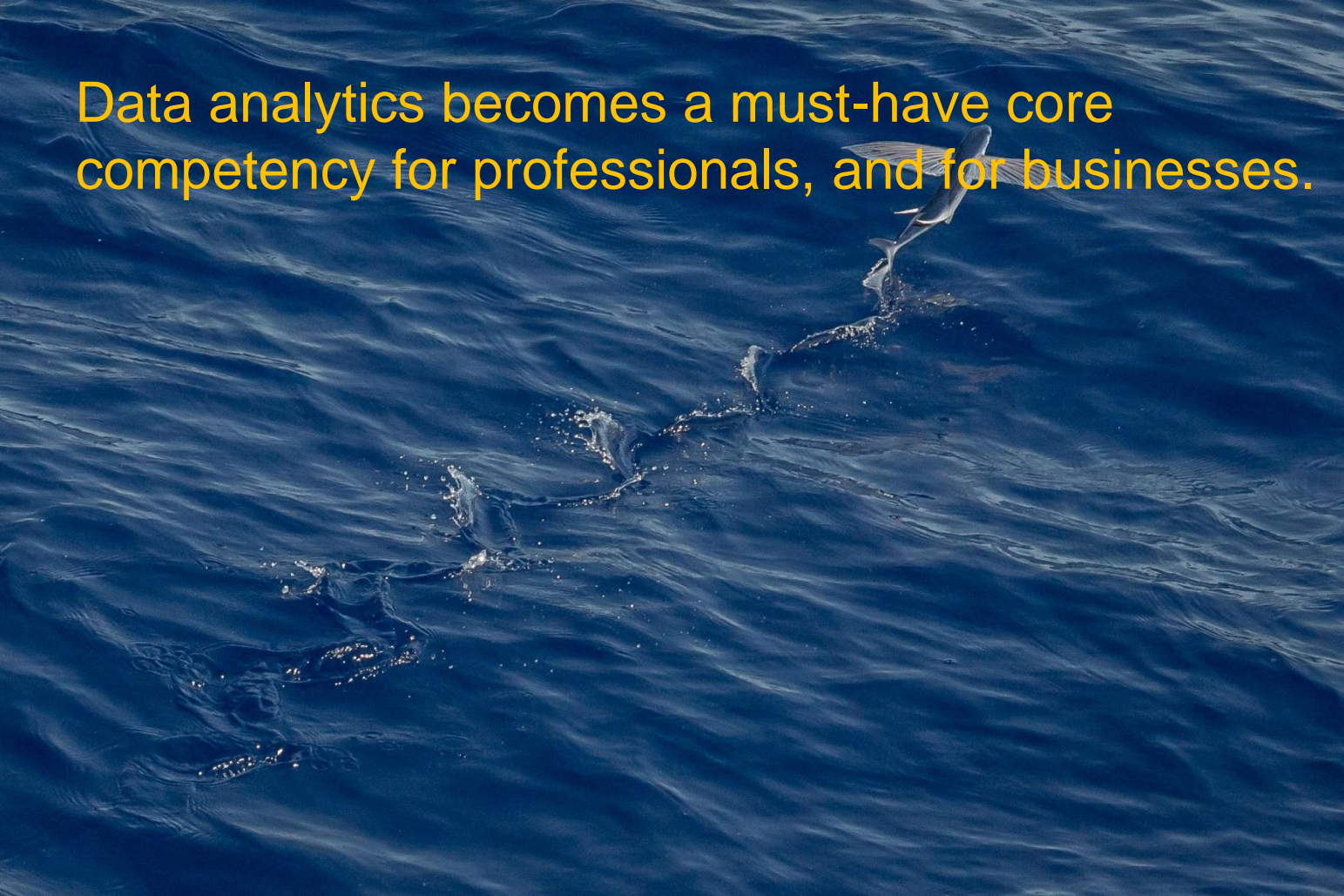
Apache spark community is growing.

Organizations implementing spark are claiming that it provides increased data processing speed.

More and more compelling enterprise use cases around Spark are emerging, such as at Goldman Sachs*, where Spark has become the “lingua franca” of big data analytics.

*<http://www.information-age.com/top-8-trends-big-data-2016-123460615/>

Data analytics becomes a must-have core competency for professionals, and for businesses.



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Smart companies are realizing that expanded use of analytics is critical to their success.


Data scientist roles galore but the real data analytics talent remains scarce.

Businesses look to hire specialist firms to address their BI needs for want of the right analytics talent.



Movement to the cloud takes momentum.





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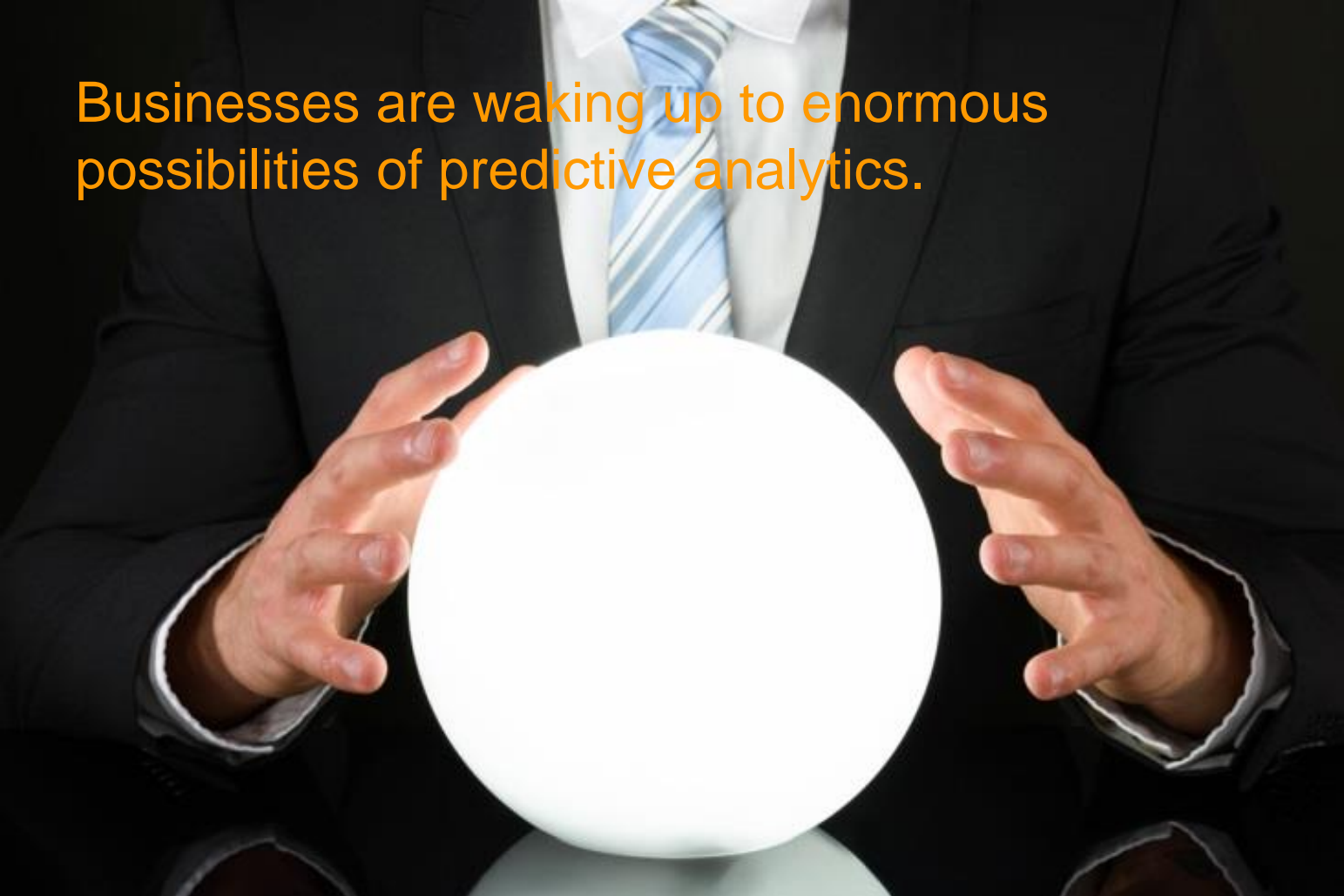
Transition to the cloud-based platform gathers speed.

The volume of data captured by the IoT devices is likely to touch zettabytes[^] by 2019.

The solution is to have a scalable cloud platform that can accommodate the increasing amount of data.

[^]1 zettabyte is equivalent to 152 million years of high-definition video – courtesy Wikipedia

Businesses are waking up to enormous possibilities of predictive analytics.



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Churning huge volumes of data to arrive at insights is suddenly not enough anymore.

It is becoming essential to be able to model and forecast the future based on empirical data.

For example, Amazon and Netflix are accurately predicting their customers' future orders and taking decisions to give unique experience to their clients.



SMBs want instant gratification with analytics.





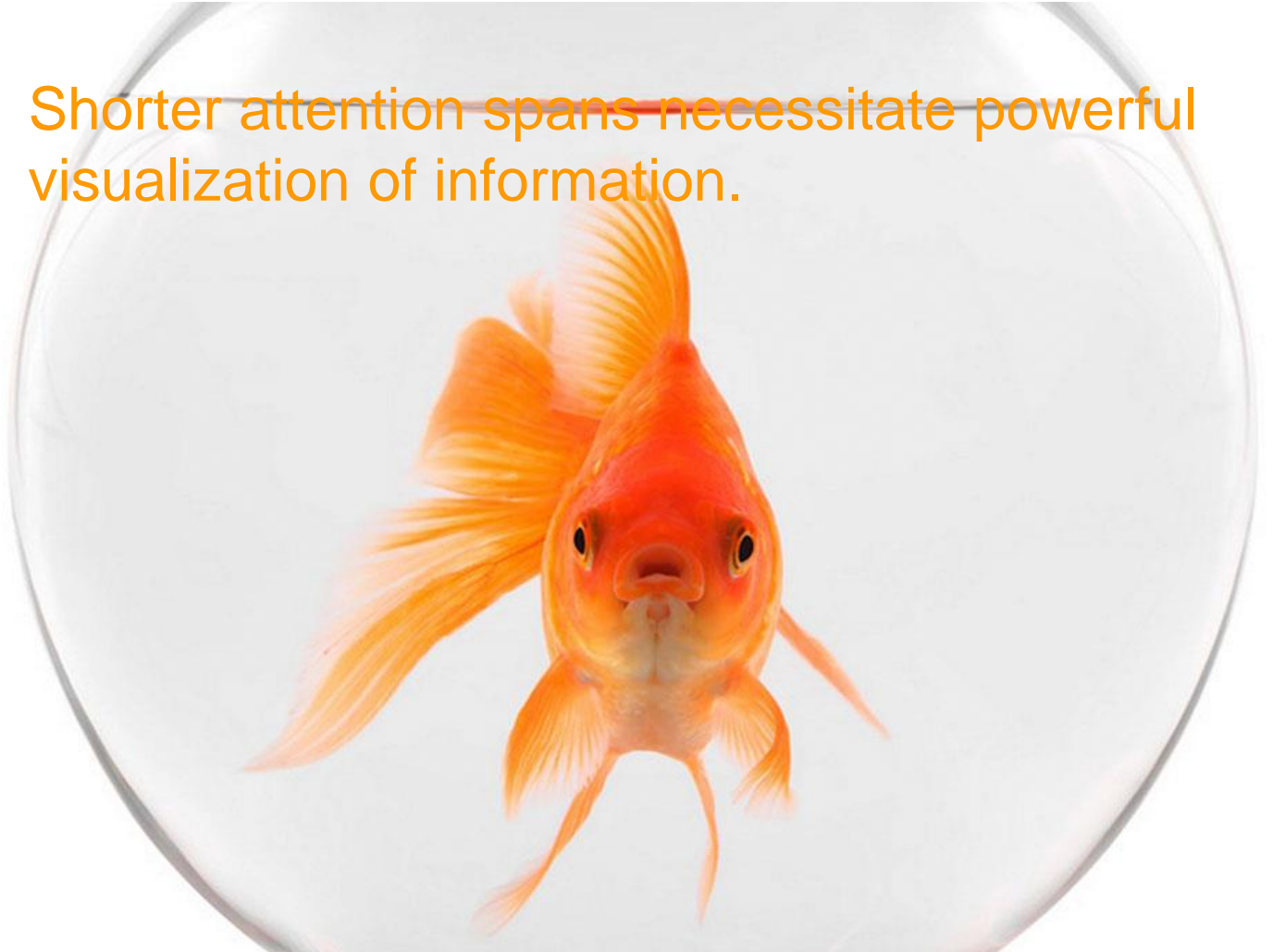
SMBs want instant gratification with analytics.

The windows of opportunities for businesses have shrunk. Batch analytics is no more good enough.

Businesses want actionable insights from data analytics, real-time.

Counter-intuitive as it may seem, but humongous analytics platforms are not the solution.

Shorter attention spans necessitate powerful visualization of information.



Shorter attention spans necessitate powerful visualization of information.

Businesses are constantly vying for customers' attention, which today is less than 9 seconds[#].

While visual communication is key to capture consumer attention, most visualizations are dreadful and flawed.

Businesses and brands will falter and fail in the absence of a good, enthralling, and visual narrative of their differentiated offerings.



[#]<http://www.telegraph.co.uk/science/2016/03/12/humans-have-shorter-attention-span-than-goldfish-thanks-to-smart/>

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