Strategic Thinking About Analytics
Unify Silos of Analytics for Self Service Success

Information Builders @infobids
Welcome @marksmithvr, CEO & Chief Research Officer at @ventanaresearch. Glad to have you today on #analyticschat. 10:00 AM - Jan 14, 2015
See Information Builders’s other Tweets

Terese White @teresewhite
Hi @marksmithvr! Looking forward to the topic. #analyticschat 10:01 AM - Jan 14, 2015
See Terese White’s other Tweets

Mark Smith @marksmithvr
Repeating to @infobids @infobids @ventanaresearch Great to be here & get real on analytics #analyticschat. 10:01 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Information Builders @infobids
We have a few questions for you today, we’ll ask and kick around some ideas, and then lead through some more questions. #analyticschat. 10:01 AM - Jan 14, 2015
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Mark Smith @marksmithvr
They need a better approach! Let me tell you why. #analyticschat 10:02 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Mark Smith @marksmithvr
Repeating to @infobids
Only 47% of companies are not satisfied with current processes for making information available - which is not good! #analyticschat 10:03 AM - Jan 14, 2015
1 Reply See Mark Smith’s other Tweets
Ventana Research Tweetchat: Strategic Thinking About Analytics

Mark Smith
@marksmithvr
Replying to @infobids
@infobids completely agree! #analyticschat
10:03 AM - Jan 14, 2015
See Mark Smith's other Tweets

Mark Smith
@marksmithvr
Technology is part of issue too! Today, it requires too many resources or is not adaptable enough to business #analyticschat
10:03 AM - Jan 14, 2015
See Mark Smith's other Tweets

Information Builders
@infobids
Leads naturally to 2. What do analysts need to create self-service #analytics? #analyticschat
10:07 AM - Jan 14, 2015
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Mark Smith
@marksmithvr
So, business users need simpler access to analytics that they can understand! #analyticschat
10:04 AM - Jan 14, 2015
See Mark Smith's other Tweets

Timo Elliott
@timeoelliott
Replying to @marksmithvr
@marksmithvr why didn't I think of that! #analyticschat
10:07 AM - Jan 14, 2015
See Timo Elliott's other Tweets

Terese White
@teresewhite
What is wrong with the processes @marksmithvr? Is it a fight between biz & IT for control? #analyticschat
10:03 AM - Jan 14, 2015
See Terese White's other Tweets

Mark Smith
@marksmithvr
Replying to @timeoelliott
@timeoelliott hah - you probably did, for veterans that have been around the block! #analyticschat
10:07 AM - Jan 14, 2015
See Mark Smith's other Tweets

Mark Smith
@marksmithvr
So more intuitive & self service access to information that matters to them is critical! #analyticschat
10:05 AM - Jan 14, 2015
See Mark Smith's other Tweets

Information Builders
@infobids
A lot of business users lean on the business analyst as the answer to that problem: "Telephone ad hoc analytics" #analyticschat
10:05 AM - Jan 14, 2015
See Information Builders's other Tweets

Dan Grady
@tweetgrady
Replying to @marksmithvr
@marksmithvr like search based applications? #analyticschat
10:03 AM - Jan 14, 2015
See Dan Grady's other Tweets

Mark Smith
@marksmithvr
Replying to @teresewhite
@teresewhite Mostly the process is bottlenecked with too much human intervention to be honest #analyticschat
10:06 AM - Jan 14, 2015
See Mark Smith's other Tweets

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Ventana Research Tweetchat: Strategic Thinking About Analytics

@marksmithvr: Identifying the problem isn’t hard, but thinking about why solutions haven’t solve it yet can be.
#analyticschat
10:00 AM - Jan 14, 2015
See Jake Freivald’s other Tweets

@marksmithvr: Search is key, in fact 2nd most important need after drilling on charts tables in our research at least #analyticschat
10:11 AM - Jan 14, 2015
See Mark Smith’s other Tweets

@tweetcracy: Yes, search is key to self-service, not just providing fancy charts at #analyticschat
10:09 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Mark Smith: What’s the next big thing on the horizon for analytics? #analyticschat
10:12 AM - Jan 14, 2015
See Tom Lovell’s other Tweets

@marie_wallace: One problem is that historically the BI/analytics market has only targeted the business analyst and not end-user #analyticschat
10:12 AM - Jan 14, 2015
See Marie Wallace’s other Tweets

@marksmithvr: Seems BI has went to more visualization than interpretation & feeding humans insights! #analyticschat
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See Mark Smith’s other Tweets

Timo Elliott: fyi veteran #analytics analyst @marksmithvr is having an #analyticschat right now -- take advantage of it...
10:11 AM - Jan 14, 2015
See Timo Elliott’s other Tweets
Mark Smith  
@marksmithvr

Working together is key. Improving info availability is critical to business but working with analysts/IT is critical #analyticschat  
10:14 AM - Jan 14, 2015

Information Builders  
@infobits

Agree with our IBM colleague @marie_wallace. End users have different needs. Purchasing/eval teams need to recognize that. #analyticschat  
10:14 AM - Jan 14, 2015

Marie Wallace  
@marie_wallace

Replying to @marksmithvr  
@ventaranresearch @marie_wallace And they are a very different beast to the end-user -:) #analyticschat  
10:14 AM - Jan 14, 2015

Mark Smith  
@marksmithvr

Replying to @love345  
@love345 using analytics on analytics to generate insights that tell people what is relevant & a priority! #analyticschat  
10:14 AM - Jan 14, 2015

Marie Wallace  
@marie_wallace

The end-user doesn't want any analytics (consciously) they just want smarter applications and processes #analyticschat  
10:15 AM - Jan 14, 2015

Information Builders  
@infobits

Some of our best customers don't even know they're using analytics. #analyticschat #analyticschat  
10:15 AM - Jan 14, 2015

Terese White  
@teresewhite

The analytical experience should be natural part of the digital experience. #analyticschat #analytics. @marksmithvr @marie_wallace  
10:18 AM - Jan 14, 2015

Information Builders  
@infobits

Multiple aspects to what you're saying here. @marksmithvr  
Data, MDM, reporting, analytics, end users, analysts. #analyticschat  
10:18 AM - Jan 14, 2015

Marie Wallace  
@marie_wallace

The best analytics for the end-user is the analytics they don't know is there. #analyticschat  
10:15 AM - Jan 14, 2015

Marie Wallace  
@marie_wallace

Replying to @marksmithvr  
@love345 @marksmithvr @love345 Yep! Recommendation systems are a nice seamless way to get analytics to users. #analyticschat  
10:17 AM - Jan 14, 2015
Information Builders @infobldrs

3. Do we ‘Visualize Responsibly’? Does everyone in business need fancy charts? #analyticschat
10:17 AM - Jan 14, 2015
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Mark Smith @marksmithvr

@Stefanie_Lo design our interfaces to adapt to the skill & responsibility - personalization is key! Not just tools. #analyticschat
10:17 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Dan Grady @tweetgrady

Replying to @marksmithvr
@marksmithvr - more people recognizing the need is not always insights but quick access to answers #analyticschat
10:18 AM - Jan 14, 2015
See Dan Grady’s other Tweets

Mark Smith @marksmithvr

Replying to @infobldrs
@infobldrs No we do not! We seem to think that fancy advanced visuals are magic to biz pros - they are not! #analyticschat
10:18 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Marie Wallace @marie_wallace

Replying to @infobldrs
@ventanareserach @infobldrs Most end-users just want the answer and don’t need fancy visuals (unless answer is complex). #analyticschat
10:18 AM - Jan 14, 2015
See Marie Wallace’s other Tweets

Information Builders @infobldrs

Seems to be need for balance between graphics for understanding vs. simple answers. Visualizations only sometimes right tool. #analyticschat
10:21 AM - Jan 14, 2015
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Mark Smith @marksmithvr

It is really sad the industry is focused on complex charts & not giving people the metrics that matter the most! #analyticschat
10:10 AM - Jan 14, 2015
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Marie Wallace @marie_wallace

Replying to @marksmithvr
@marie_wallace You analysts will have a job forever anyway :) #analyticschat
10:21 AM - Jan 14, 2015
See Marie Wallace’s other Tweets

Mark Hadden @dalyics

Replying to @marksmithvr
@marksmithvr in the age of information overload, visualization (when done right) is necessary for pattern recognition #analyticschat
10:13 AM - Jan 14, 2015
See Mark Hadden’s other Tweets

Mark Smith @marksmithvr

Our research finds that benefit of visualizing data is to perform analytics faster, but will they make right decision? #analyticschat
10:23 AM - Jan 14, 2015
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Terese White
@teresewhite

Clarity is key whether visual or not; focus on UX/UI design #analyticschat @marksmitmhr @infobldr
10:22 AM - Jan 14, 2015

Marie Wallace
@marie_wallace

Replying to @marksmitmhr
@marksmitmhr We will if we keep making our job seem like black magic :-( #analyticschat
10:22 AM - Jan 14, 2015

Mark Smith
@marksmitmhr

Focus on usability & experience of biz is key! We need more personalization & interaction to determine skill levels #analyticschat
10:24 AM - Jan 14, 2015

Marie Wallace
@marie_wallace

Replying to @infobldr
@infobldr Yes! The visual doesn’t provide some additional insight with minimal cognitive load on end-user. #analyticschat
10:24 AM - Jan 14, 2015

Doug Hadden
@dailytics

#visualization advantage for analysis is removing information noise & (helping to) overcoming confirmation bias #analyticschat
10:24 AM - Jan 14, 2015

Dan Grady
@tweetgrady

Replying to @marksmitmhr
@marksmitmhr @ventanaresearch @dailytics agree - use case and audience are always big parts of success of infoapps #analyticschat
10:24 AM - Jan 14, 2015

Marie Wallace
@marie_wallace

Replying to @marie_wallace
@infobldr Oops ... meant to say “must provide” :-) #analyticschat
10:24 AM - Jan 14, 2015

Information Builders
@infobldr

Maps, visualizations, all useful, but needs to be in context. Ex: cops getting map where crime will be. #analyticschat
10:23 AM - Jan 14, 2015

Information Builders
@infobldr

Mark. Question 4. How do we place a ‘Human Face’ to #analytics? #analyticschat
10:23 AM - Jan 14, 2015
Ventana Research Tweetchat: Strategic Thinking About Analytics

Mark Smith
@marksmithvr
But other side of human face is style of preso - images & text are important to half of business folks #analyticschat 10:28 AM - Jan 14, 2015

Jake Freivald
@jfrefidal
63% need better usability, only 49% say functionality. Big difference, and interesting. #analyticschat 10:28 AM - Jan 14, 2015

Mark Smith
@marksmithvr
Let's not forget maps, which are important to over a third of orgs too - do you have your data on a map? #analyticschat 10:28 AM - Jan 14, 2015

Information Builders
@infobldr
Tying in "usability & experience" with previous tweets, you must mean "for end users, not just analysts." #analyticschat 10:28 AM - Jan 14, 2015

Mark Smith
@marksmithvr
Re: images/text: We find that a lot of customers need both, visualization plus drill to traditional reports, text, metrics... #analyticschat 10:28 AM - Jan 14, 2015

Mark Smith
@marksmithvr
Re: images/text: Yes, classify types of users & their needs in your self-assessment & evaluations #analyticschat 10:28 AM - Jan 14, 2015

Information Builders
@infobldr
If the evaluation team is a bunch of analysts, they may evaluate their purchases based on their needs, not end user needs. #analyticschat 10:28 AM - Jan 14, 2015

Terese White
@teresewhite
Love the notion of #infosapps to deliver #analytics to non-technical users, again, making it easy, accessible, #mobile #analyticschat 10:28 AM - Jan 14, 2015
5. Do you know if we are ready for #realtime or right time analytics? #analyticschat
10:30 AM - Jan 14, 2015
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Mark Smith
@marksmlvr
Replying to @daylytics
@daylytics Yes, using all sources are critical to improve the usefulness of analytics & maps! #analyticschat
10:33 AM - Jan 14, 2015
See Mark Smith’s other Tweets

The human facts are not just scatterplots, bubble charts, & bunch of visuals with no description or guidance #analyticschat
10:30 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Information Builders
@infob ids
We find real-time is also often needed in customer-facing analytical apps, and in supply chain. #analyticschat
10:34 AM - Jan 14, 2015
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Mark Smith
@marksmlvr
We find that once orgs start using mobile & collab BI, they want analytics & info faster pushing real/right time needs #analyticschat
10:34 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Need those charts, with interactivity, but not as complex as is needed for analysts most of the time. #analyticschat
10:31 AM - Jan 14, 2015
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Doug Hadden
@daylytics
Replying to @marksmlvr
@marksmlvr mapping with geocoded #opendata has become the killer app for improving #foreignaid #analyticschat
10:12 AM - Jan 14, 2016
See Doug Hadden’s other Tweets

Information Builders
@infob ids
Supply chain without real-time is rough. Also frequently needs some type of integration and / or #MDM. #analyticschat
10:34 AM - Jan 14, 2015
See Information Builder’s other Tweets

Mark Smith
@marksmlvr
We call real/time - operational intelligence - the goals of which are simple & complex #analyticschat t.co/soYgvZ70Ma
10:12 AM - Jan 14, 2015
See Mark Smith’s other Tweets

Doug Hadden
@daylytics
#IAI #opendata standard has been critical to analyzing what works in developing countries & providing interactive dashboards #analyticschat
10:34 AM - Jan 14, 2015
See Doug Hadden’s other Tweets

Maps are probably our #1 request for widely deployed end-user visualizations. #analyticschat
10:13 AM - Jan 14, 2015
See Information Builder’s other Tweets
Mark Smith – CEO and Chief Research Officer, Ventana Research

Mark Smith, is the CEO and chief research officer of Ventana Research and drives the company’s global research agenda. Mark is an expert in enterprise software and business technology innovations including the business areas of customer experience, sales and marketing. Mark covers the digital technology innovation areas of artificial intelligence, business analytics, big data, bots and natural language processing, collaboration, Internet of Things, mobile technology and wearable computing.