

A dark blue background with a network diagram of white lines and dots. The diagram consists of several interconnected nodes and edges, forming a complex web. The nodes are represented by small white circles, and the edges are thin white lines. The overall effect is a sense of connectivity and data flow.

⌘ AQUA DATA STUDIO

# Empowering Business Users with **Self-Service Analytics**

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## TechBriefs

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# Introduction



Self-service analytics is transforming the way organizations approach data analysis and decision-making. By enabling business users to access, explore, and visualize data without relying on IT or data professionals, self-service analytics democratizes data access and empowers employees at all levels to make informed decisions. This approach drives innovation and fosters a data-driven culture within the organization.

# The Importance of **Self-Service Analytics**:

In today's fast-paced business landscape, the ability to quickly adapt to market changes and internal demands is crucial for maintaining a competitive edge. Self-service analytics plays a vital role in achieving this agility by putting the power of data analysis directly into the hands of business users. When employees can generate insights and reports independently, companies can respond swiftly to changing circumstances. Self-service analytics also alleviates pressure on IT and data teams by enabling non-technical users to perform their own data queries and analysis.

This reduces bottlenecks and frees up specialized resources to focus on more complex tasks. As data and analytics become accessible to a broader audience, employees can develop a deeper understanding of the data and leverage it to make informed decisions, encouraging a culture of data-driven decision-making and improving data literacy across the organization. value.

# The Benefits of **Self-Service Analytics**:

Self-service analytics brings numerous benefits to organizations, from improved decision-making to fostering data-driven cultures. \*\*By providing self-service analytics tools, companies empower their business users to take ownership of their data analysis, leading to more accurate and efficient decision-making.\*\* When analytics tasks are delegated directly to the experts in their respective fields, who possess a deep understanding of the data, the resulting insights are more likely to be actionable and relevant. Self-service analytics also promotes better communication and collaboration between business and technical teams, breaking down silos and fostering a shared understanding of data.

Analytics solutions that offer true self-service capabilities, such as intuitive data visualization, user-friendly dashboards, and streamlined analysis tools, enable more individuals to engage with their data without relying on experts to create or explain reports. The emphasis on simplicity and ease of use means that the average analytics user can quickly explore and utilize their data for decision-making, avoiding analysis paralysis and improving their data literacy and analytical skills. This leads to better data-driven workflows and a more data-savvy workforce.

Self-service analytics reduces reliance on experts and intuition by providing users with direct access to self-service dashboards and reporting.

When users can independently build reports and find answers to their data-related questions, they are more likely to consistently engage with the analytics solution, leveraging data to drive their decision-making process. Moreover, self-service analytics benefits advanced and technical users, such as analysts, IT professionals, and developers. By freeing them from the burden of explaining data or building reports for others, they can focus on more strategic initiatives, such as strengthening data security, improving data governance, and driving innovation across the organization. When these technical users leverage the streamlined capabilities of a self-service analytics suite, they can accelerate their typical data cleansing, report building, and analysis processes, leading to increased efficiency and productivity.



# Aqua Data Studio: A Low-Cost Solution for **Self-Service Analytics**

Usually when we think of self-service analytics, we think of robust and highly functional solutions like Yellowfin or ubiquitous solutions like Power BI that lack controls. But if you are looking for a low-cost way to deploy visually rich reports to business users with no technical background in data science or analytics, Aqua Data Studio has a solution for you.

Aqua Data Studio's self-service analytics solution boasts several key features that make it an attractive choice for organizations seeking to empower their business users:

- 1.** Reports are created and validated by data professionals, ensuring data accuracy and integrity.
- 2.** End users don't need coding skills; they simply need to know how to click on a file, making the solution accessible to a wide range of users.
- 3.** Reports can be easily distributed to end users through familiar sharing mechanisms, such as those used for sharing PDFs, simplifying distribution and access.

**4.** The reports offer visual analytics, enabling business users to quickly understand and derive insights from their data.

**5.** Advanced users have the flexibility to make modifications as needed, catering to the needs of more technically savvy individuals.

Aqua Data Studio's Visual Analytics allows users to pull query results into worksheets, creating engaging visualizations of their data. Users can create dashboards by dragging visualizations from multiple worksheets and save them in workbooks that can be shared with colleagues and customers, enabling easy navigation and interaction with the data.





# The Power of Aqua **Data Studio**:

With Aqua Data Studio doing so much as a vital multifunction tool for data professionals to use all day every day to solve ongoing tasks, it's easy to overlook just how powerful it can be with a little creativity.

Self-service analytics is revolutionizing the way organizations approach data analysis and decision-making. By democratizing data access, accelerating decision-making processes, and reducing the workload on IT teams, self-service analytics enables companies to gain a competitive advantage in their respective industries.

While implementing self-service analytics comes with challenges, the growing popularity of this approach and the emergence of AI-powered augmented analytics solutions make it an increasingly valuable tool for organizations striving to become more data-driven.

Aqua Data Studio presents a cost-effective and user-friendly solution for deploying self-service analytics, empowering business users to make informed decisions and augmenting larger BI deployments. By harnessing the power of Aqua Data Studio, organizations can unlock the full potential of their data, fostering a culture of data-driven decision-making and driving innovation across the enterprise.

# Implement Self-Service Analytics with Aqua Data Studio Today

## Standard

12 month licensing

# \$499

- Productivity tool to develop, access, manage and visually analyze data.
- Build and optimize SQL queries
- Manipulate and visualize data
- Manage schema and models
- Administer database, files, and sessions.

[Select](#)

## Ultimate

12 month licensing

# \$699

- Includes everything in Standard, plus additional features.
- Schedule tasks for projects
- Generate random tables and data
- Import/Export JSON files with MongoDB

[Select](#)

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