

NEXT-GENERATION ANALYTICS: WHO, WHAT, WHERE, AND HOW

How are organizations using next-generation analytics and what are their plans for future analytics? This collection of figures offers examples of both the analytics and the infrastructure necessary for next-generation analytics: who's using the technology, how they are using it, and what they will be analyzing in the future.

TODAY

DASHBOARDS REMAIN THE MOST COMMONLY USED BI TECHNOLOGY

What kinds of BI do you perform?

Dashboards



Dashboard with KPIs and metrics



Visualization



Source: Figure 1, page 8

DATA FROM TABLES AND RECORDS STILL IS THE MOST POPULAR DATA TO ANALYZE—NOW AND INTO THE FUTURE

What kind of data are you analyzing?

Structured/transactional data



Demographic data

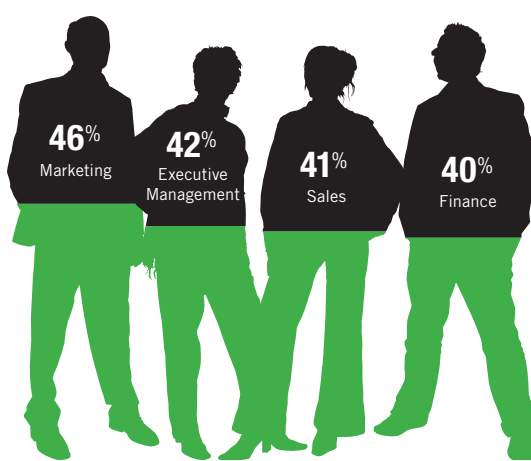


Time series data



Source: Figure 3, page 12

TRADITIONAL USER GROUPS ARE ALSO THE LARGEST GROUP OF USERS FOR NEXT-GENERATION ANALYTICS



Where is next-generation analytics used?

Source: Figure 4, page 13

MOVING AHEAD

...IF USERS STICK TO THEIR PLANS

INTEREST IS GROWING IN OTHER, MORE ADVANCED ANALYTICS

What kind of analytics do you use?

Operational intelligence



Predictive analytics



Geospatial analytics



Social media analytics



Source: Figure 2, page 10

USERS ARE CONSIDERING DISPARATE DATA TYPES

What kind of data are you analyzing?

Geolocation data



Internal text data



Mobile app data



External social data



Machine data



Source: Figure 3 page 12

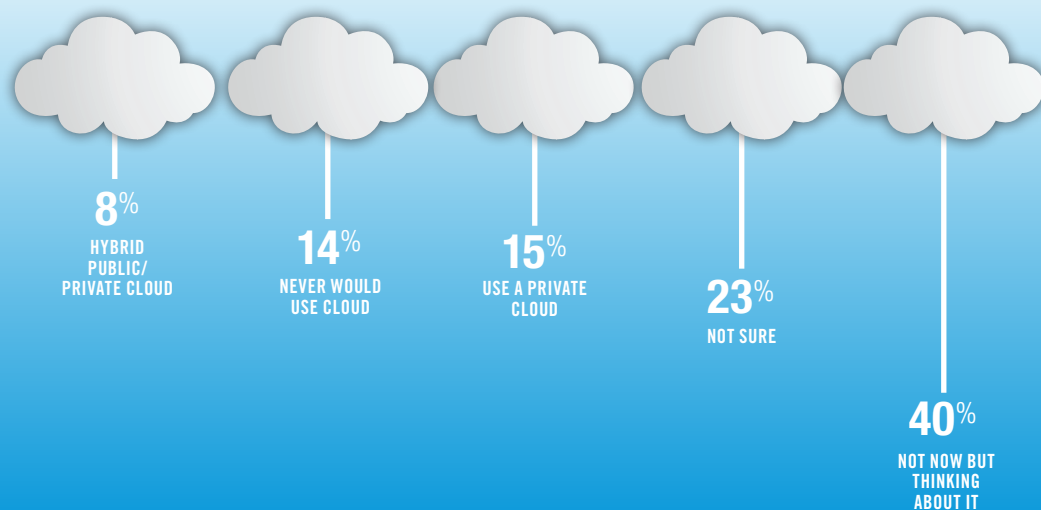
PREDICTIVE MODELING ISN'T JUST FOR STATISTICIANS ANYMORE

Who in your organization analyzes data using advanced analytics (such as predictive, text, or Web analytics)?



Source: Figure 5, page 14

THE CLOUD IS STILL NOT WIDELY USED FOR NEXT-GENERATION ANALYTICS, BUT ORGANIZATIONS ARE THINKING ABOUT IT



Source: Figure 7, page 18

DATA FROM



TDWI'S BEST PRACTICES REPORT
NEXT-GENERATION ANALYTICS AND PLATFORMS

tdwi.org/bpr/nextgen

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