

Top 10 Trends
in Business Intelligence
for 2015

10



Let us know what you think

@tableau #analytics



1

Governance is transformed.

Just as the business intelligence landscape has transformed to self-service data, so too must governance transform. Simple approaches like locking down all enterprise data won't work any longer—nor will the approach of doing away with any process at all. Organizations will begin to investigate what governance means in a world of self-service analytics.

Read more in the whitepaper [Data Governance for Self-Service Analytics](#)



Social intelligence is a competitive advantage.

In 2014 we saw organizations begin to analyze social data in earnest. In 2015, the leading edge will start to take advantage of their capabilities. Tracking conversations at scale via social will let companies find out when a topic is starting to trend and what their customers are talking about. Social analytics will open the door to responsive product optimization.

Further reading: [TDWI, Customer Analytics in the Age of Social Media](#)

2



Analytics emerge across the organization.

Today's data analyst may be an operations manager, a supply chain executive or even a salesperson. New, easier to use technologies that provide browser-based analytics let people answer ad-hoc business questions. Companies that recognize this as a strategic advantage will begin to support everyday analysts with data, tools and training to help them do what they're doing.

Further reading: [Gartner's 2014 Magic Quadrant](#)

3



Communities differentiate.

The consumerization of IT is no longer theoretical, it's a fact. People use products that they enjoy using, and analytics software is no different. Companies whose products inspire and empower are seeing their communities flourish. And prospective customers will also look to the health of product communities as important proof points in crowded marketplaces.

Further reading: [The greatest support community ever and why you should care](#)

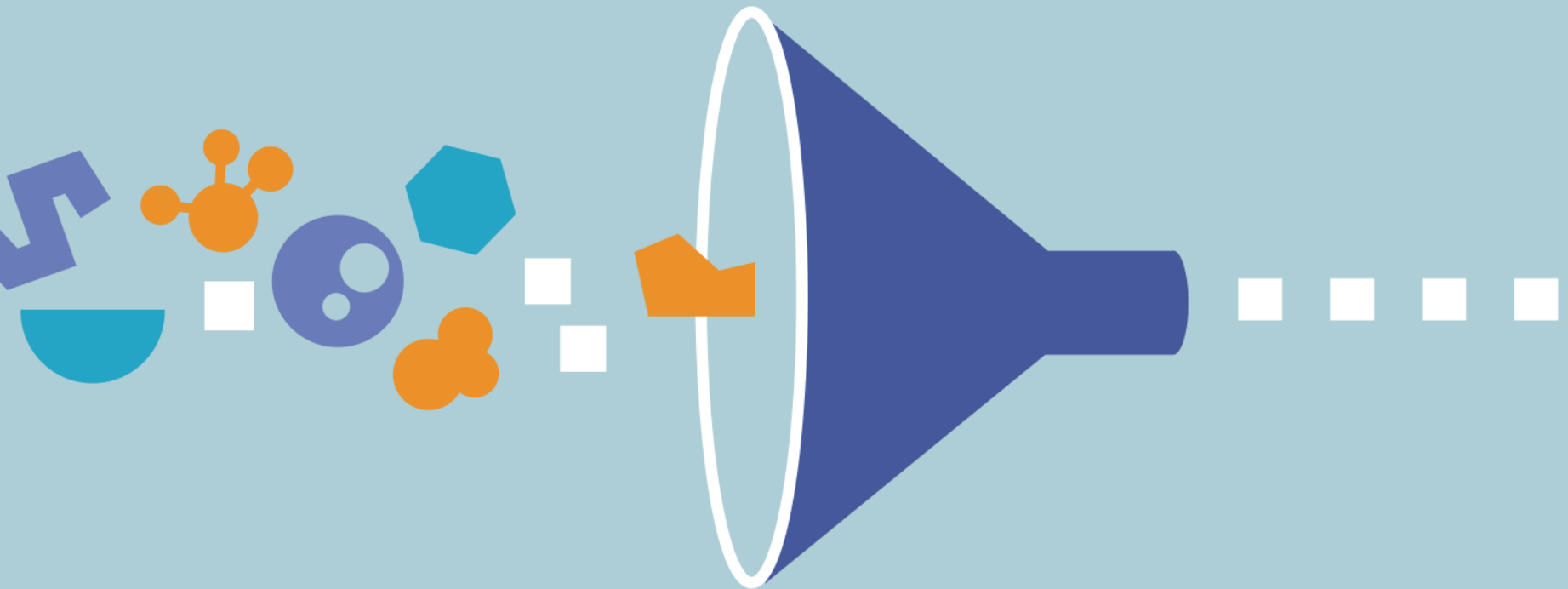


5

Everything integrates.

The last 10 years have seen a massive amount of innovation across the data space, resulting in mixed environments for everything from data storage to analytics to business applications. We won't see a return to the age of monolithic systems. However, organizations are losing patience with multiple logins and clunky processes to move and manage data. Rapid integration leveraging simple interfaces is going to become the standard.

Further reading: [Journey to a single source of truth at the FAA.](#)



Cloud analytics isn't just for cloud data anymore.

In 2015, we'll start to see the first major use of cloud analytics—for on-premise data. Til now, cloud analytics have been primarily used for data in cloud apps. In 2015 companies will begin to choose the cloud when it makes sense for their business case, not only because the data is there.

For more, [watch this video with Jetsuite on why they chose the cloud.](#)

6



Conversations with data replace static dashboards.

We are starting to see an age when data is interactive enough that it can become the backbone of a conversation. Now that people have speed-of-thought analytical tools, they can quickly analyze data, mash it up with other data and redesign it to create a new perspective. And as a result of these data conversations, organizations will get more insight from their data.

For more, read this article on the The Huffington Post:
[Why a Chart Should Start, Not End, a Conversation](#)



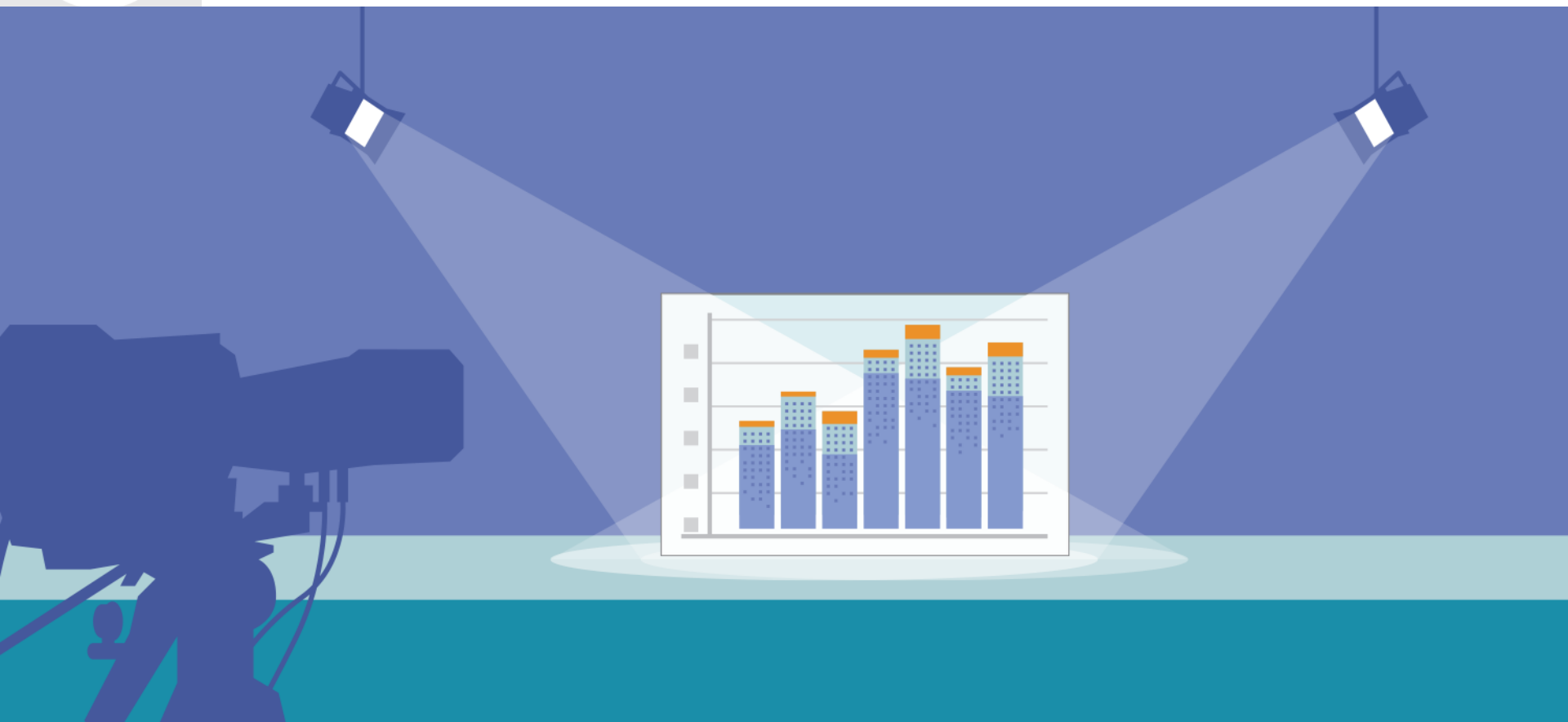
8

Data and journalism complete their merge.

The arrival on the scene of vox and continued ascendance of sites like fivethirtyeight.com will force more newsrooms to integrate data analytics into their online presence. This trend will have a spillover effect from the public sphere to organizations, encouraging companies that are lagging in analytics to get with the times.

For more, see

[Public in the newsroom: Sarah Ryley at The New York Daily News](#)



Mobile matures.

Workers are spending less time at their desks. But that doesn't mean they should be less informed by data; in fact they have a greater need for data than ever before. Mobile solutions for many analytics emerged years ago and are finally reaching a level of maturity that means that mobile workers really can do light analysis from the road. And the emphasis on mobile has forced vendors to offer more natural and intuitive interfaces across the board.

For more, [see this demo of analytics embedded in SalesforceOne.](#)

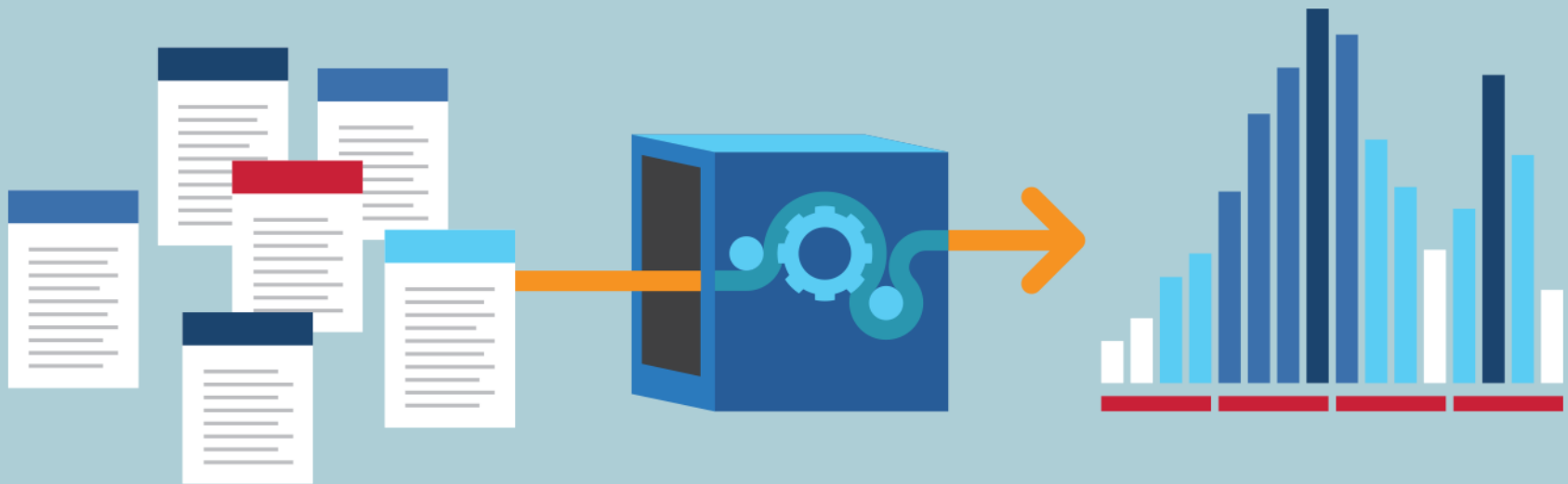


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Smart analytics start to emerge.

Advances in graphical, intuitive modeling will mean that business users can begin to use predictive analytics without the need for extensive expert consultation or scripting. As self-service analytics becomes more mainstream, tasks such as forecasting and prediction, will become more common— and a lot less painful.

For more, [watch this video on forecasting for business users.](#)



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