



# VENTANA RESEARCH

## 2023

# Market Agenda Analytics

Actionable insight on business and technology



**David Menninger**

Senior Vice President &  
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# Analytics

## *Market Assertion*

By 2025, 9 in ten analytics processes will be enhanced by artificial intelligence and machine learning to streamline operations and increase the value that can be derived from data.



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SVP & Research Director



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# Opportunities Ahead For Analytics Leaders



**1.** Empowering the entire organization to become data driven.

**2.** In-the-moment responsiveness to improve experiences.

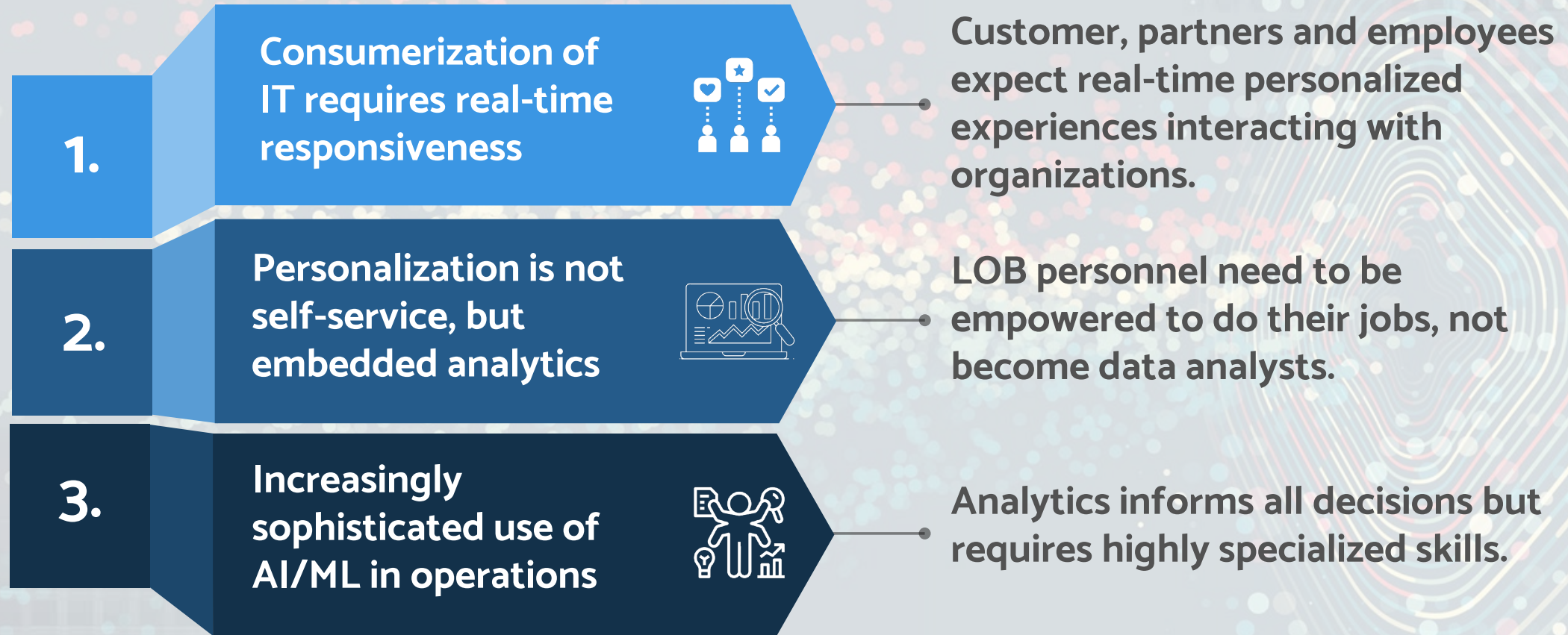
**3.** Connecting operational and analytical activities.

**4.** Modernizing analytic infrastructure.

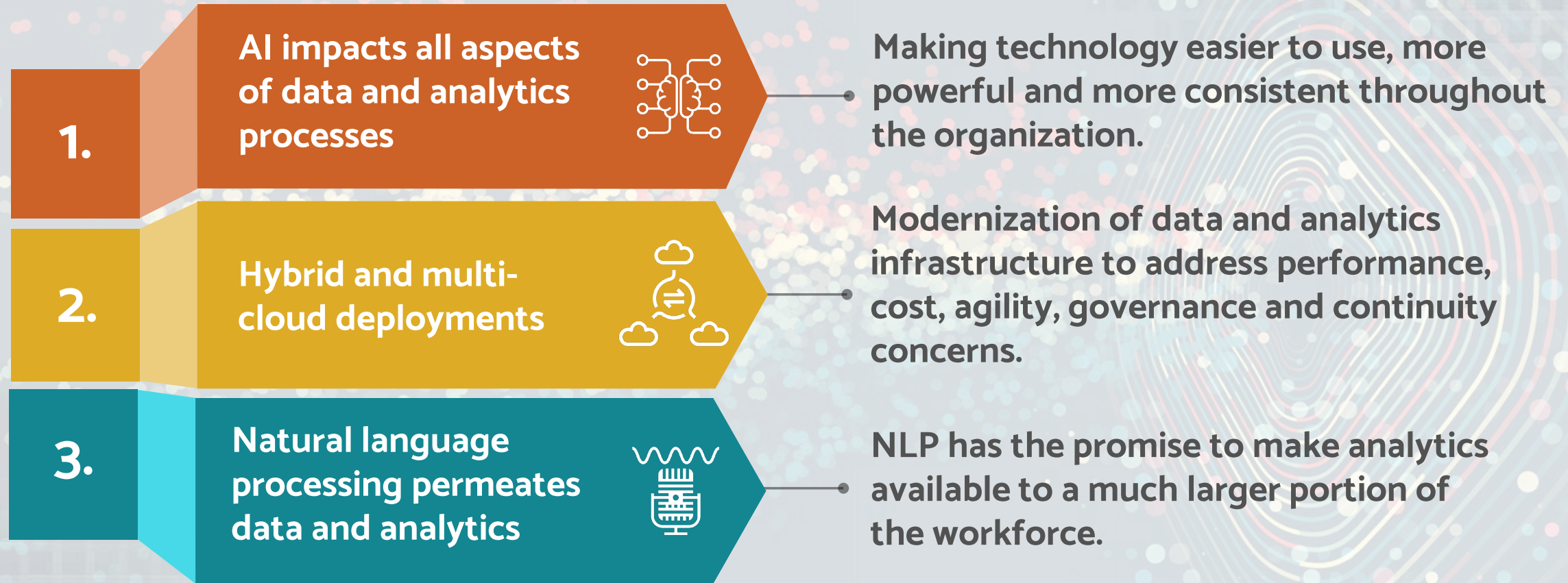
**5.** Governing data while enabling individuals.



# Business Trends in Analytics



# Technology Trends in Analytics





# Analytics: Areas of Expertise

The use of analytics helps organizations apply technology to derive its optimal value. Going beyond earlier methods of business intelligence, dashboards and reports are essential to ensure that everyone can not only access analytics, but act on them to optimize their business.



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# Analytics Research

## Benchmark Research

- Analytics and Data
- Big Data for Business
- Data Governance
- Internet of Things

## Dynamic Insights

- Process Mining
- Machine Learning
- Natural Language Processing
- Streaming Data

## Value Index

- Analytics and Data
- Collaborative Analytics
- Embedded Analytics
- Mobile Analytics







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