Ventana Research 2023 Market Agenda Analytics

Actionable insight on business and technology

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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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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.

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Business Trends in Analytics

1. **Consumerization of IT requires real-time responsiveness**

Customer, partners and employees expect real-time personalized experiences interacting with organizations.

2. **Personalization is not self-service, but embedded analytics**

LOB personnel need to be empowered to do their jobs, not become data analysts.

3. **Increasingly sophisticated use of AI/ML in operations**

Analytics informs all decisions but requires highly specialized skills.

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Technology Trends in Analytics

1. **AI impacts all aspects of data and analytics processes**

Making technology easier to use, more powerful and more consistent throughout the organization.

2. **Hybrid and multi-cloud deployments**

Modernization of data and analytics infrastructure to address performance, cost, agility, governance and continuity concerns.

3. **Natural language processing permeates data and analytics**

NLP has the promise to make analytics available to a much larger portion of the workforce.

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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.

- AI & Machine Learning
- Natural Language Processing
- Process Mining
- Business Intelligence
- Embedded Analytics
- Streaming Analytics

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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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