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The Dashboard Paradox:

Breaking the Adoption Barrier with Infused Insights

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MAKE
MONEY

What does it mean to be **data driven**?

- Analyst reports
- Data Science
- BI & Dashboards
- Something else

“By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.”

[Gartner - Predicts 2019: Data and Analytics Strategy https://www.gartner.com/en/documents/3894082]

Most are still not **data driven…**

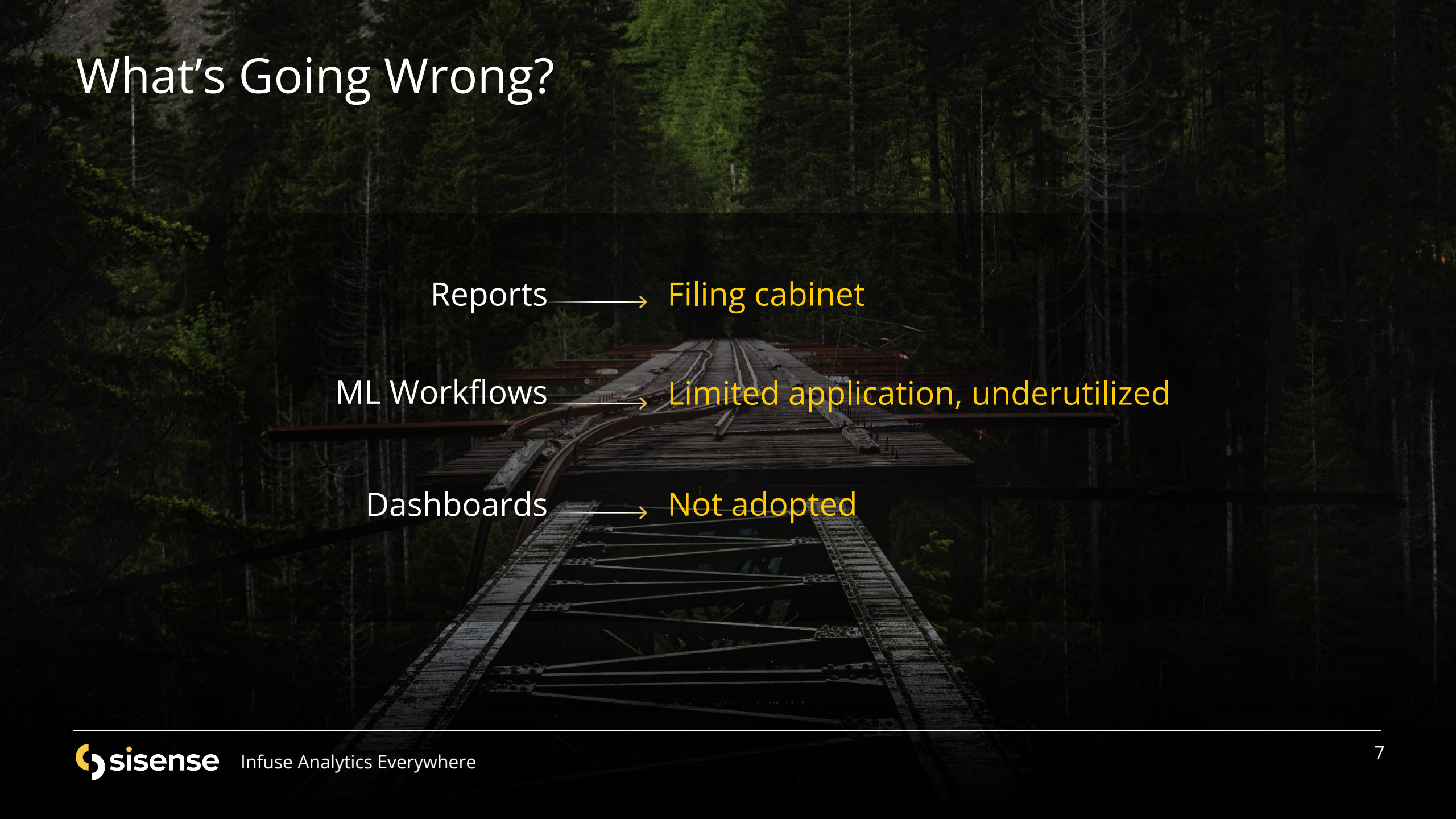
20%

of analytic insights deliver business outcomes

4%

comprise the "***Information Elite***": businesses with the culture, skills, and resources to unlock information's value

What's Going Wrong?



Reports → Filing cabinet

ML Workflows → Limited application, underutilized

Dashboards → Not adopted

A Linear Strategy

The Human Component & Where We Fall Short Today

Dashboards aren't for everyone!

- How do we better serve non-data people?
- Can dashboards and analytics become more digestible?
- Can we add additional context?

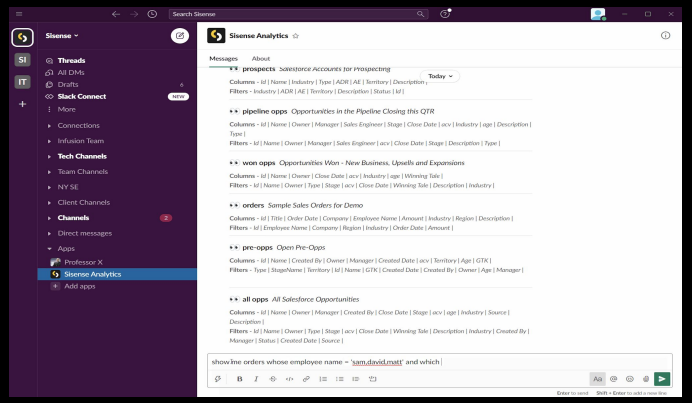
People need the right insights at the right time

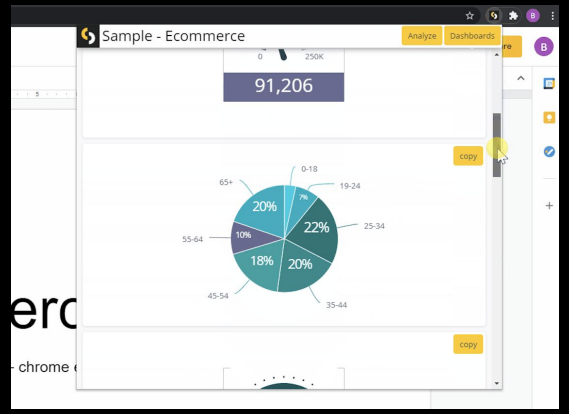
- Can we be more proactive in getting insights to our users?
- Can we make it easier to ask questions?

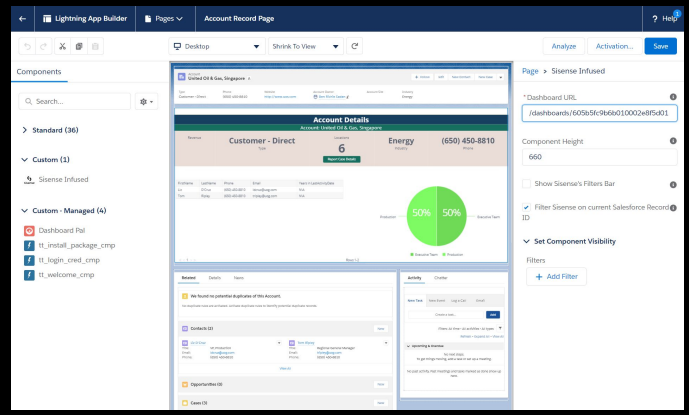
Think Beyond the Dashboard

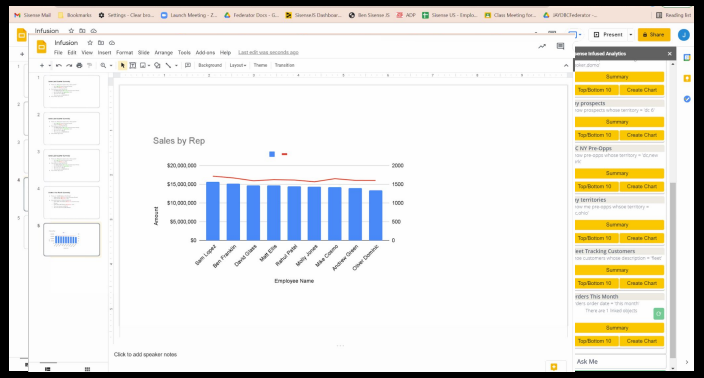
- What actions will our users take once they have their answers?
- How can we make these tasks easier?

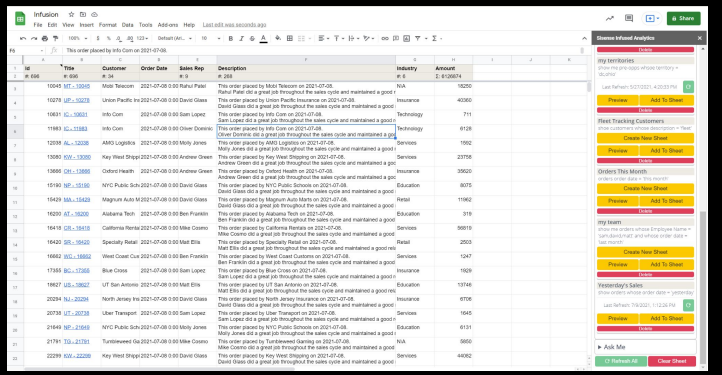
1st Generation Infusion Apps





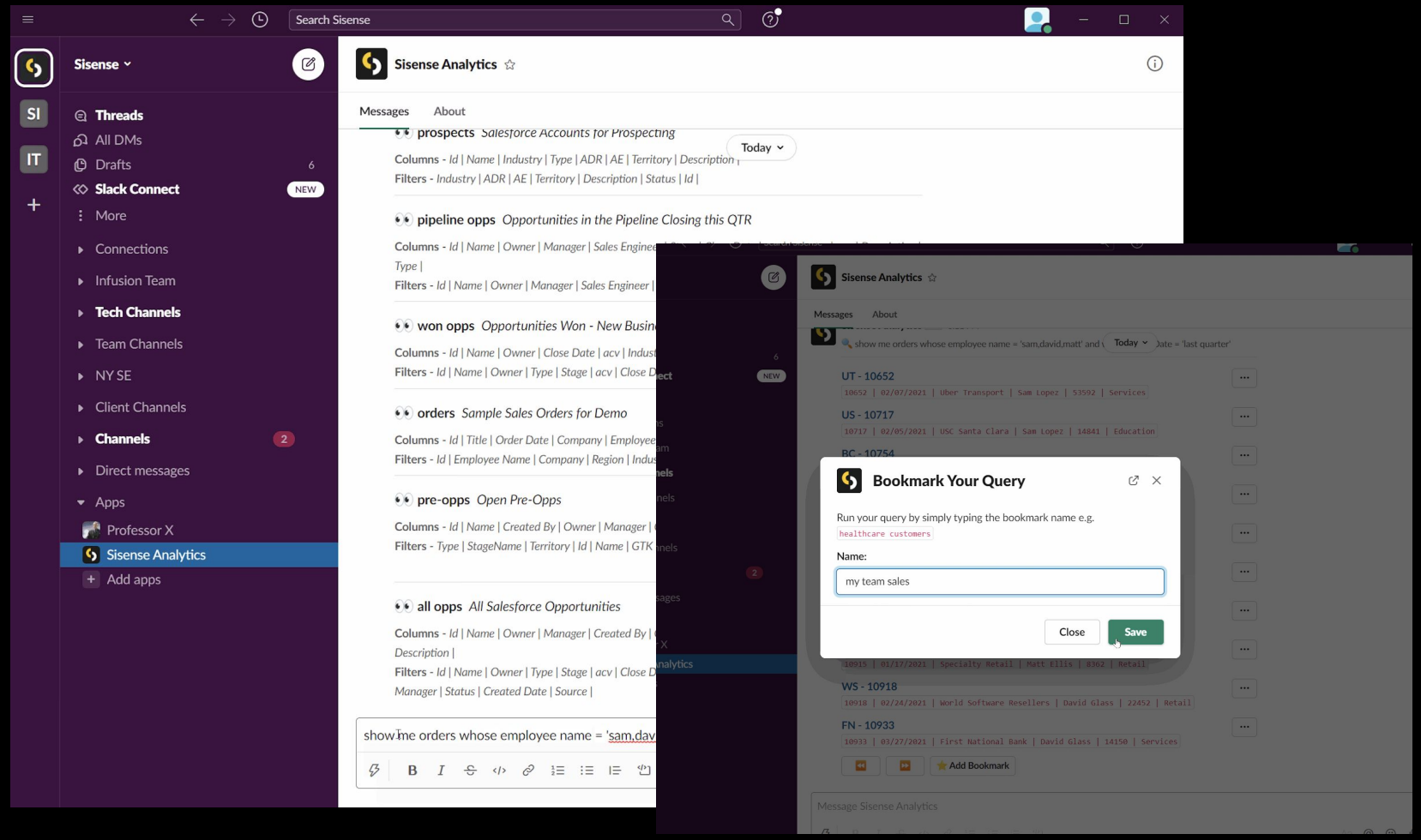






Infusion Apps

Sisense Infusion for Slack



Leverage AI-driven analytics to type a question and get answers without ever leaving Slack

Ask, explore and take next-step actions directly from any inquiry

Incorporate alerting capabilities into your workflow to be notified of any business change

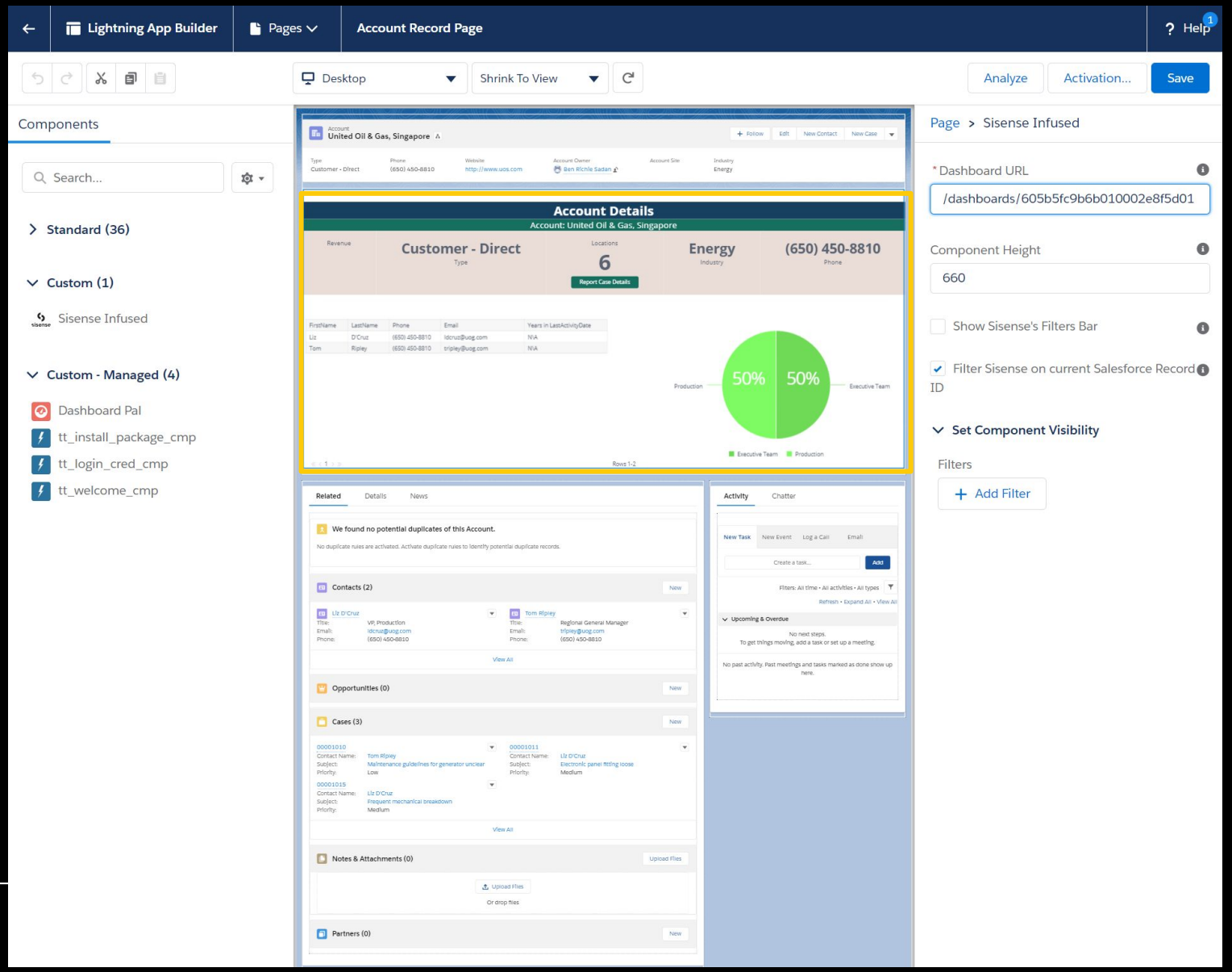
Infusion Apps

Sisense Infusion for Salesforce

Connect cloud, on-premise and in-app data together for the ultimate 360 degree view of customers

Analyze, explore and take next-step actions directly from any custom widget

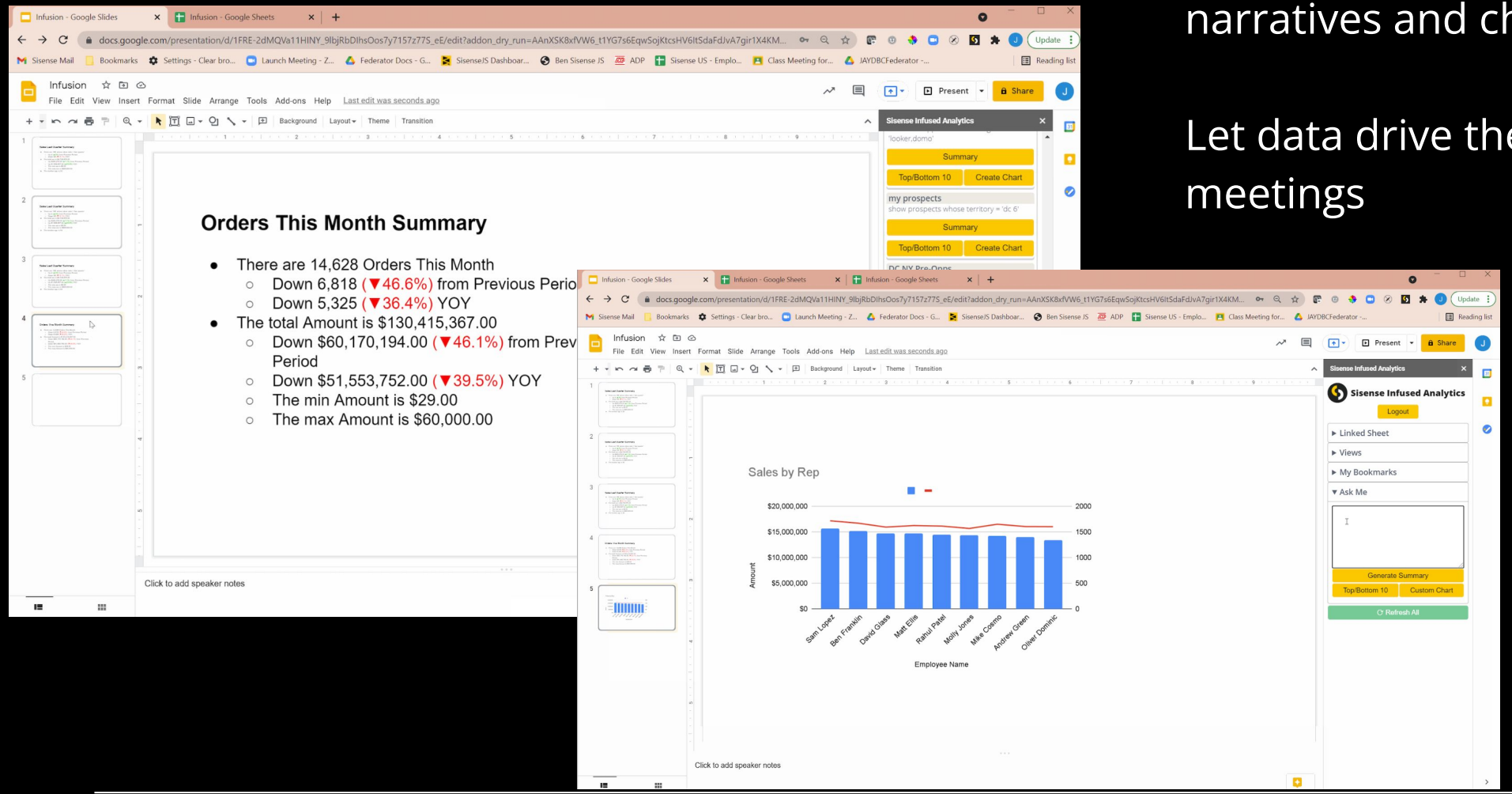
Infuse unique, interactive analytics anywhere in Salesforce for the right intelligence at the right time



sisense Infuse Analytics Everywhere

Infusion Apps

Sisense Infusion for Google Slides

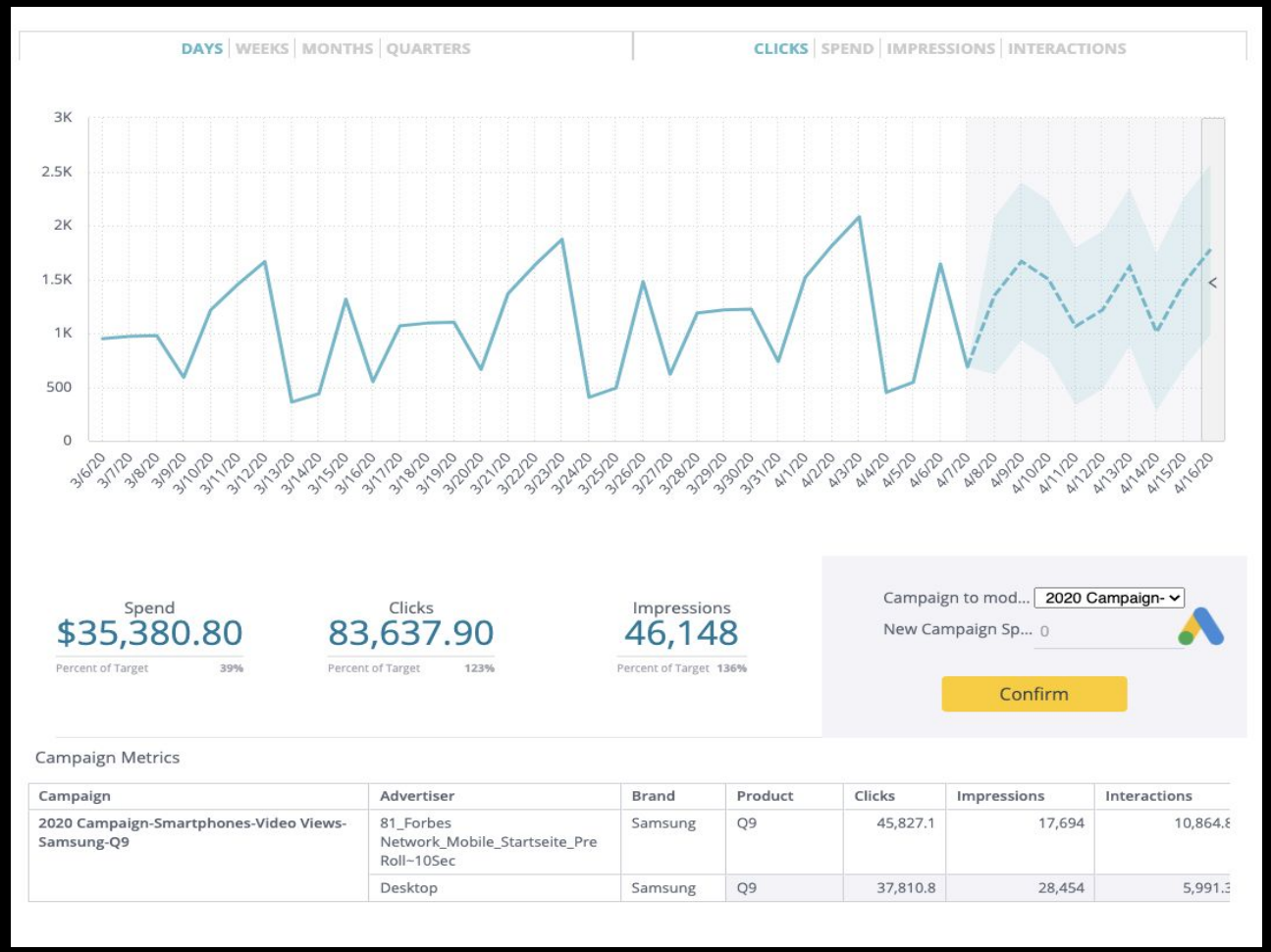


Dynamically add and update narratives and charts in Google Slides

Let data drive the conversation in your meetings

Take Action

Use any API from the dashboard



Make data driven decision and then take action all in the same place

Infuse other Apps into Sisense

14

Infusion Market Drivers

Application Growth

22% increase is the number of applications deployed at orgs- with an average of 88
-Okta

Loss of Productivity

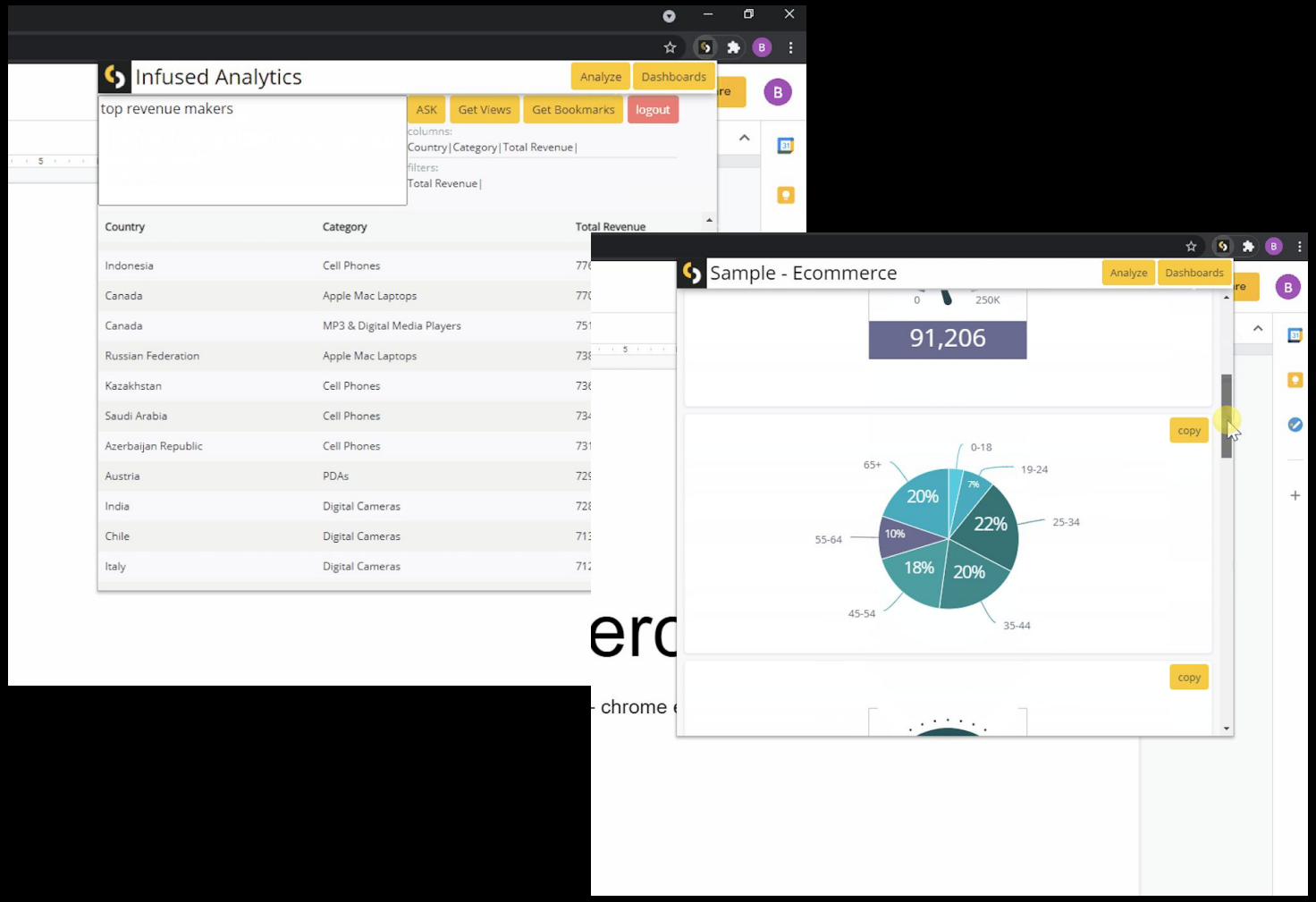
Employees waste 5 hours of time every week trying to find information across tools like Google Workspace, Dropbox, Slack
-Language.work

Collaboration

By 2024, 85% of orgs using workstream collaboration will have extended it to all office workers across the org

Infusion Apps

Sisense Google Chrome Extension



Copy static visualizations to your clipboard and infuse them anywhere you work to add context to every situation

Ask questions right within the Chrome Extension using Sisense NLQ capabilities

MAKE
MONEY

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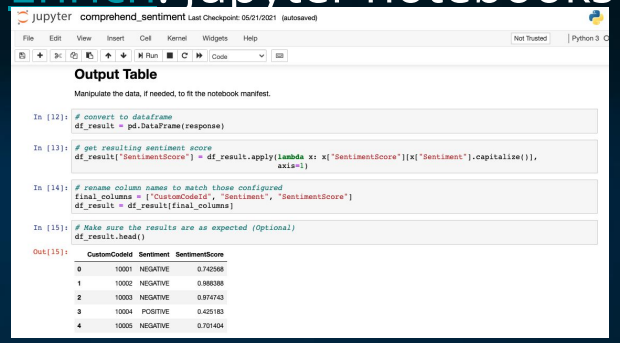
1. Development

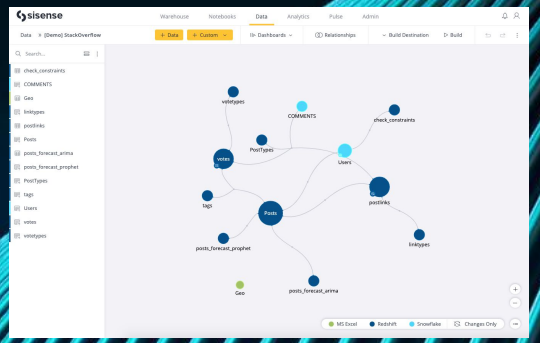
Data

- Live: directly query database
- Elasticube: database extracts
- Transform: derived fields and tables
- Enrich: Jupyter notebooks



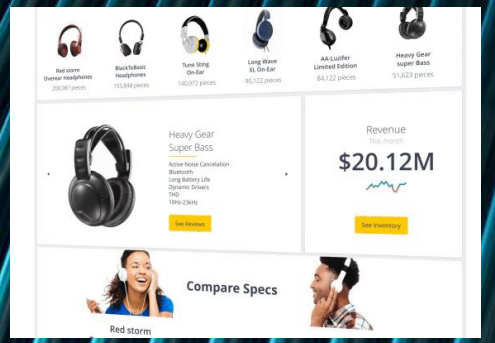
Model

- Semantic layer: foreign key relationships
- Friendliness: rename & hide
- Dictionary: tag & describe



Dashboard

- Drills: predefined & ad-hoc
- Augmented: anomalies, forecast, natural language
- Workflows: stories & action



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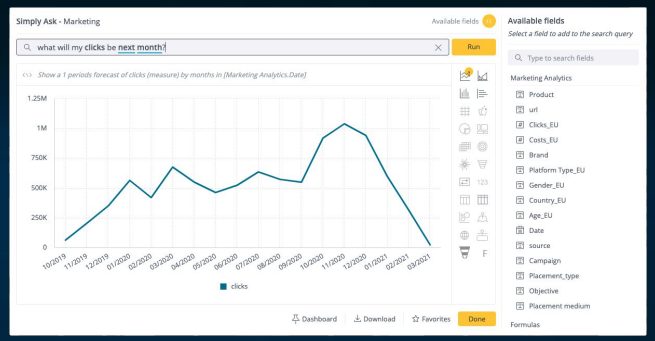
2. End-User Interfaces

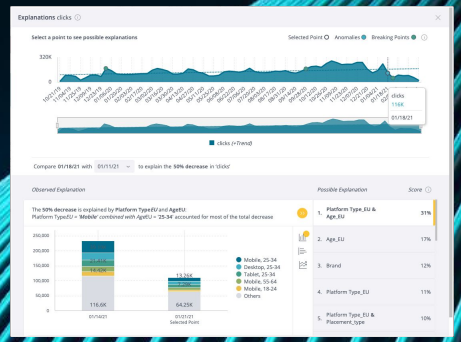
Exploration

- Filter & drill: change scope
- Suggestions: related fields and analyses
- Natural language query: ask questions in plain text



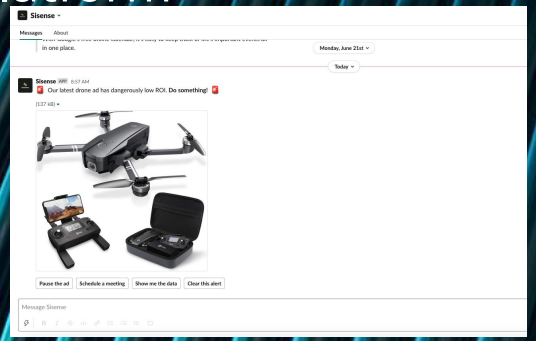
Augmented

- Forecast: predict the future
- Narratives: summarize data in plain text
- Explanations: identify reasons for changing trends



Infusion

- Alerts: act immediately
- Forms: act from a dashboard
- Mobile: data on your phone
- Embedded: data in any platform



The Dashboard Adoption Paradox

A mindset in which an organization believes that a data driven culture can be achieved solely through the perfection of its dashboards and analytics.

A failure to acknowledge the human component of an analytical workflow.

Escape The Paradox

Dashboards aren't for everyone!

- Alternate outlets of insights
- Intuitive access
- Appropriate presentation

People need the right insights at the right time

- Embed into our users' day to day workflows
- Proactive analytic context

Think Beyond the Dashboard

- What actions will our users take once they have their answers?
- How can we make these tasks easier?

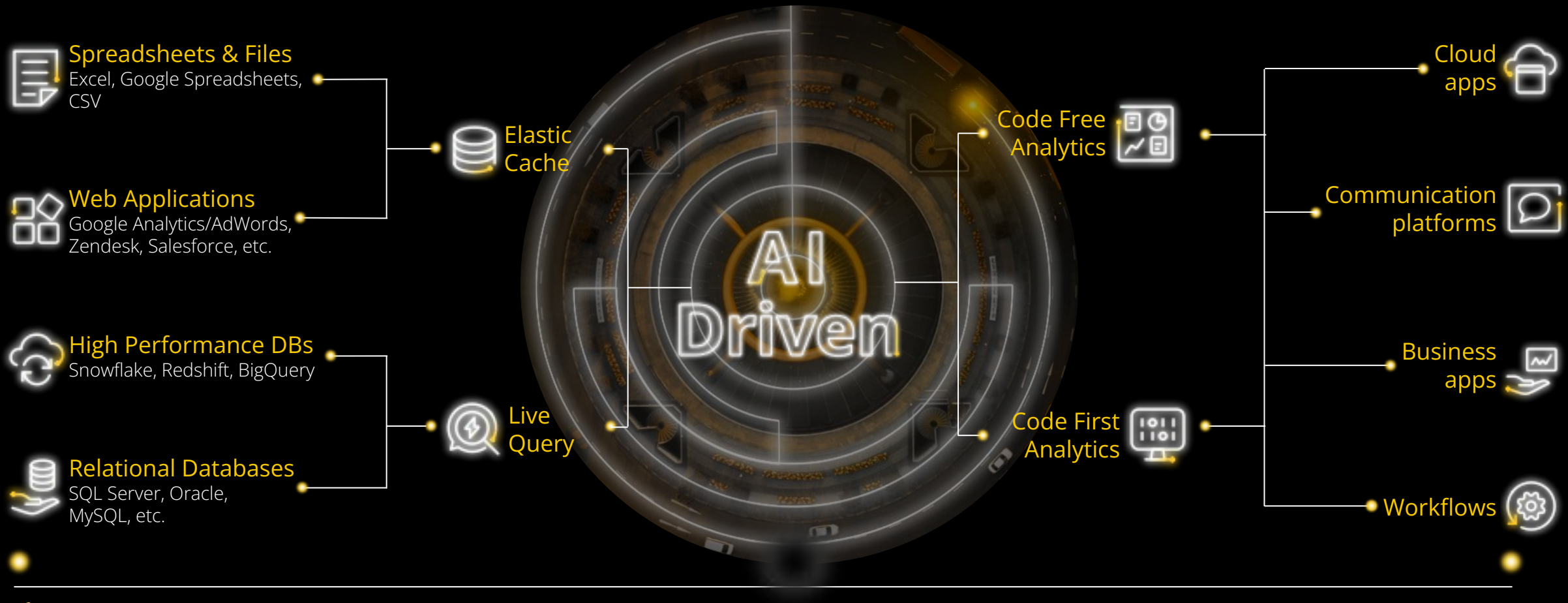
The Only Workflow To Worry About

Sisense **Fusion** Platform

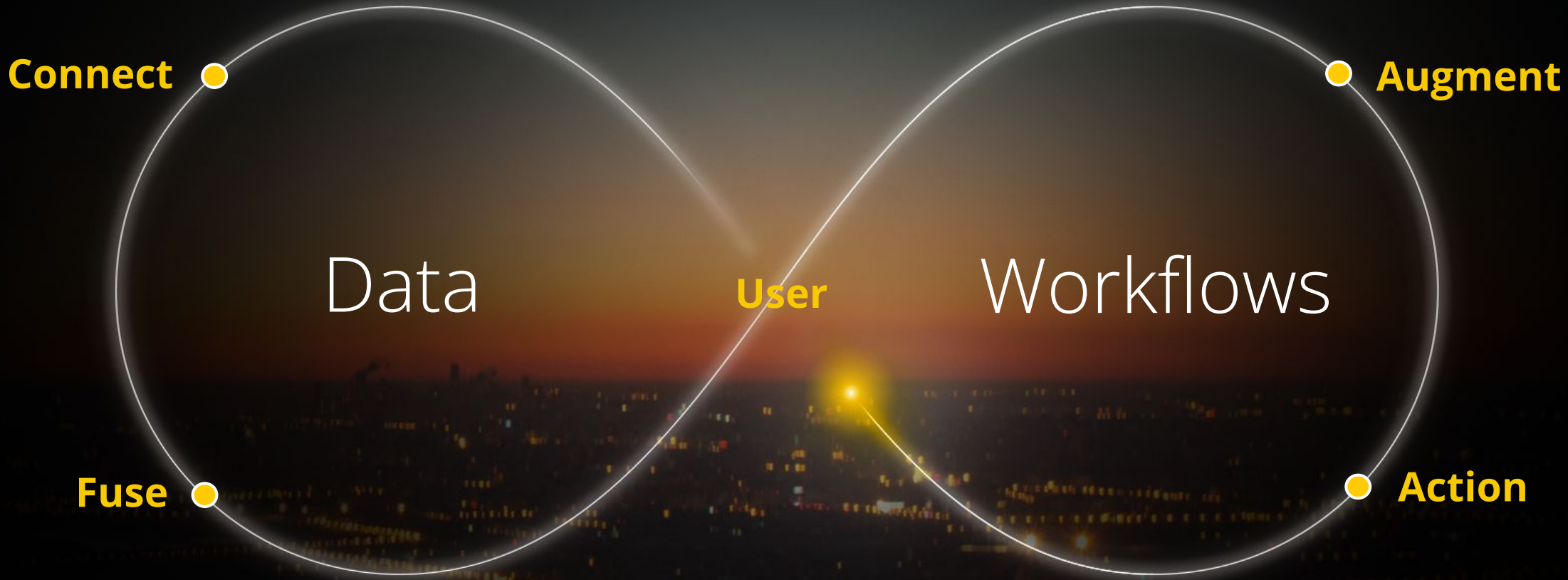
CONNECT
to any data

BUILD
customized data experiences

INFUSE
analytics everywhere

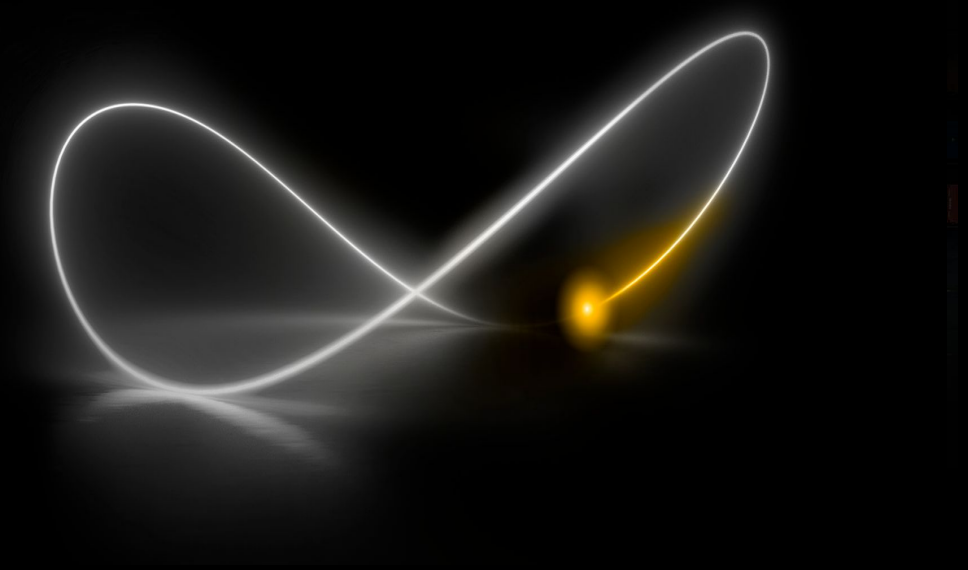


Infusion Requires a Human Focus



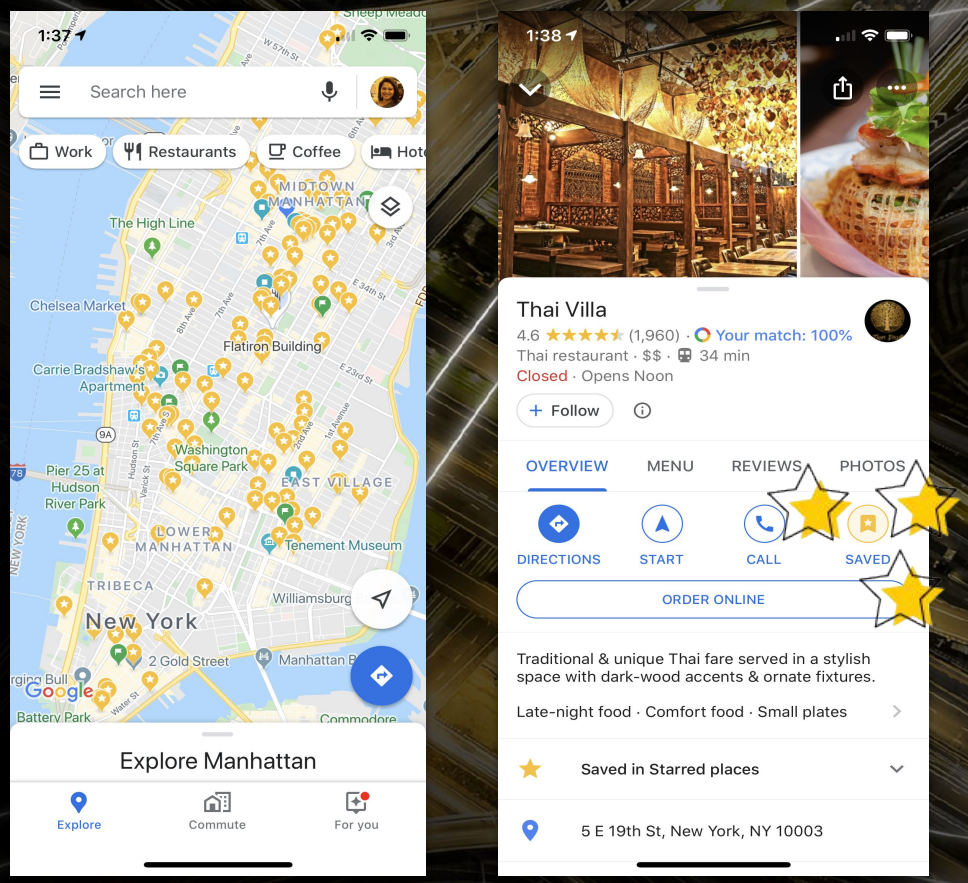
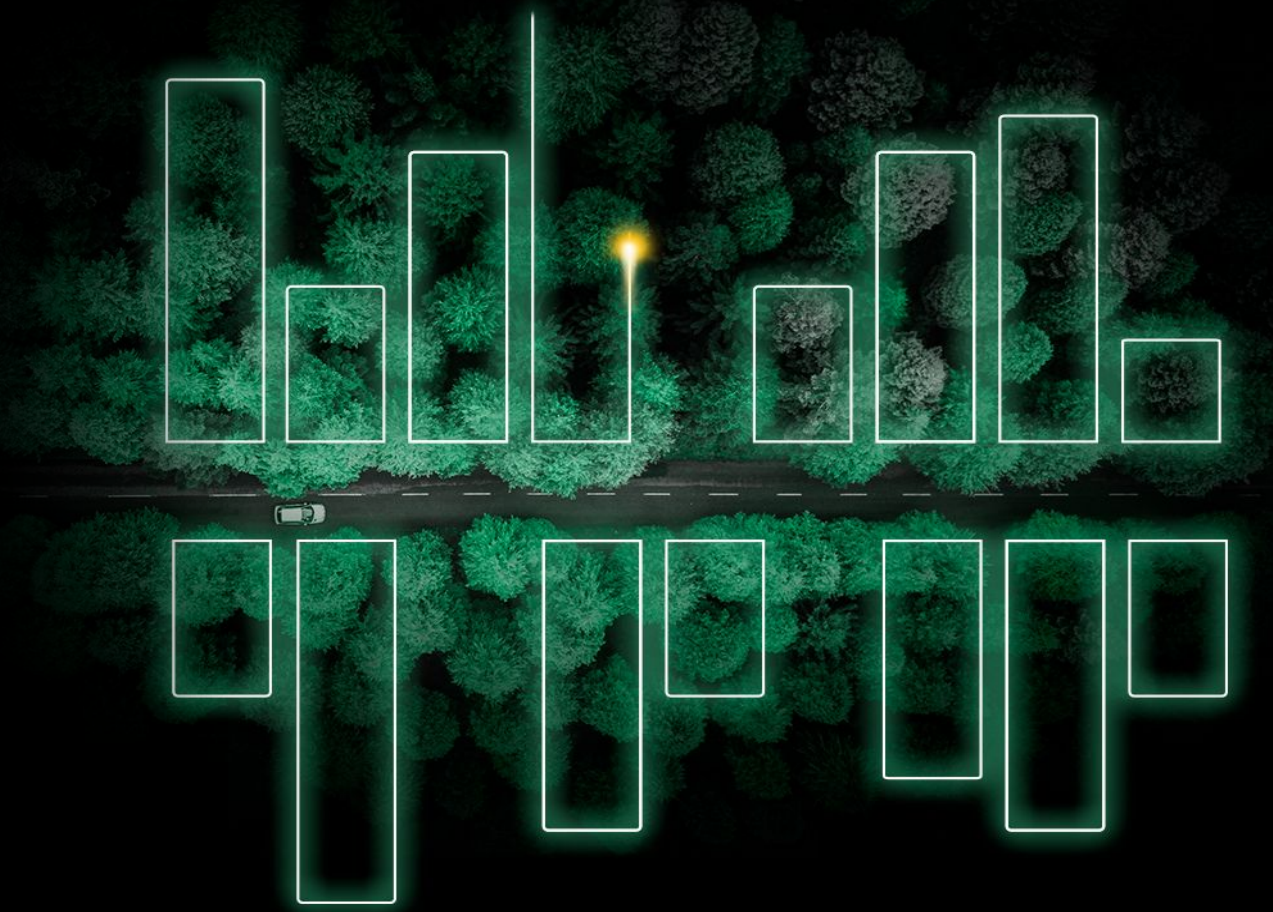
Infuse Requirements

- Dashboards
- Reporting
- ETL
- Alerting
- Advanced Analytics
- Collaboration
- AI / ML
- Natural Language
- Cloud Integration
- Governance
- Embedded Analytics



Real World Infusion

- **View Data**
  - **Directions**
  - **Reviews**
  - **Photos**
- **Take Actions**
  - **Make Reservations**
  - **Call Services**
  - **Star your favorites**



Thank You.