



# The Dashboard Paradox:

Breaking the Adoption Barrier with Infused Insights

Ryan Waters  
Sr. Director, Field CTO Office, **Sisense**





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

Done

Dashboard

Data Prep



# 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

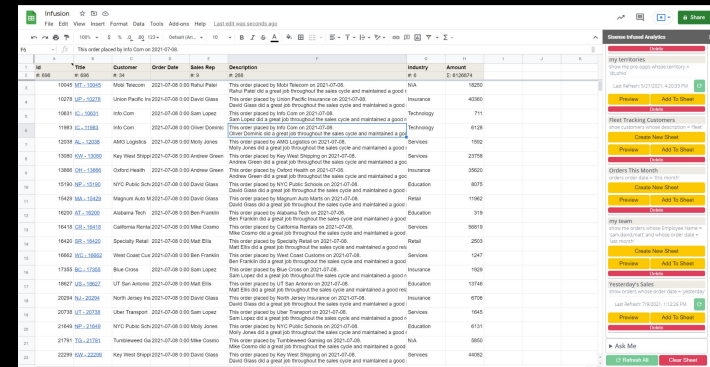
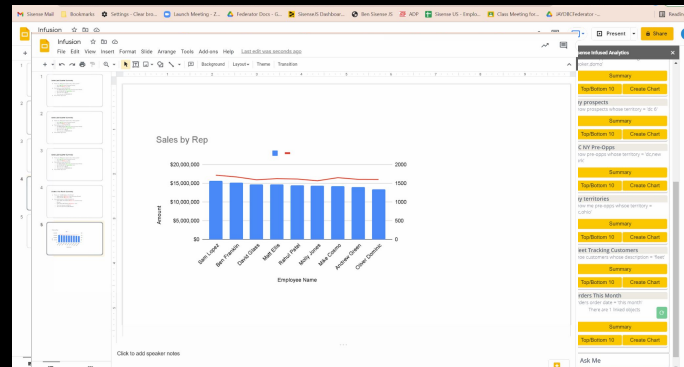
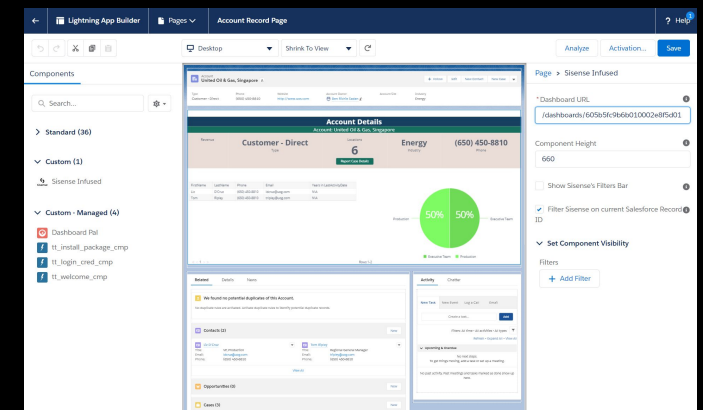
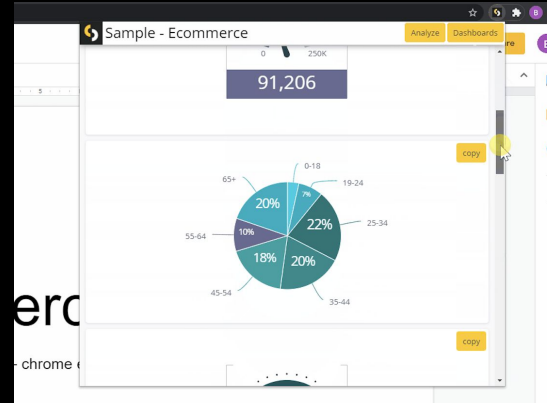
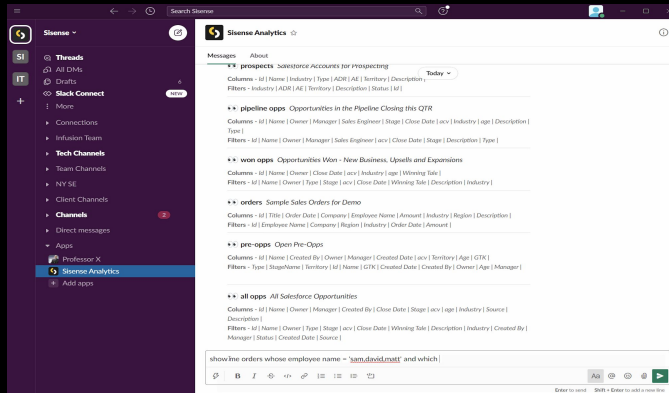
- Can we be more proactive in getting insights to our users?
- Can we make it easier to ask questions?

## Think Beyond the Dashboard

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

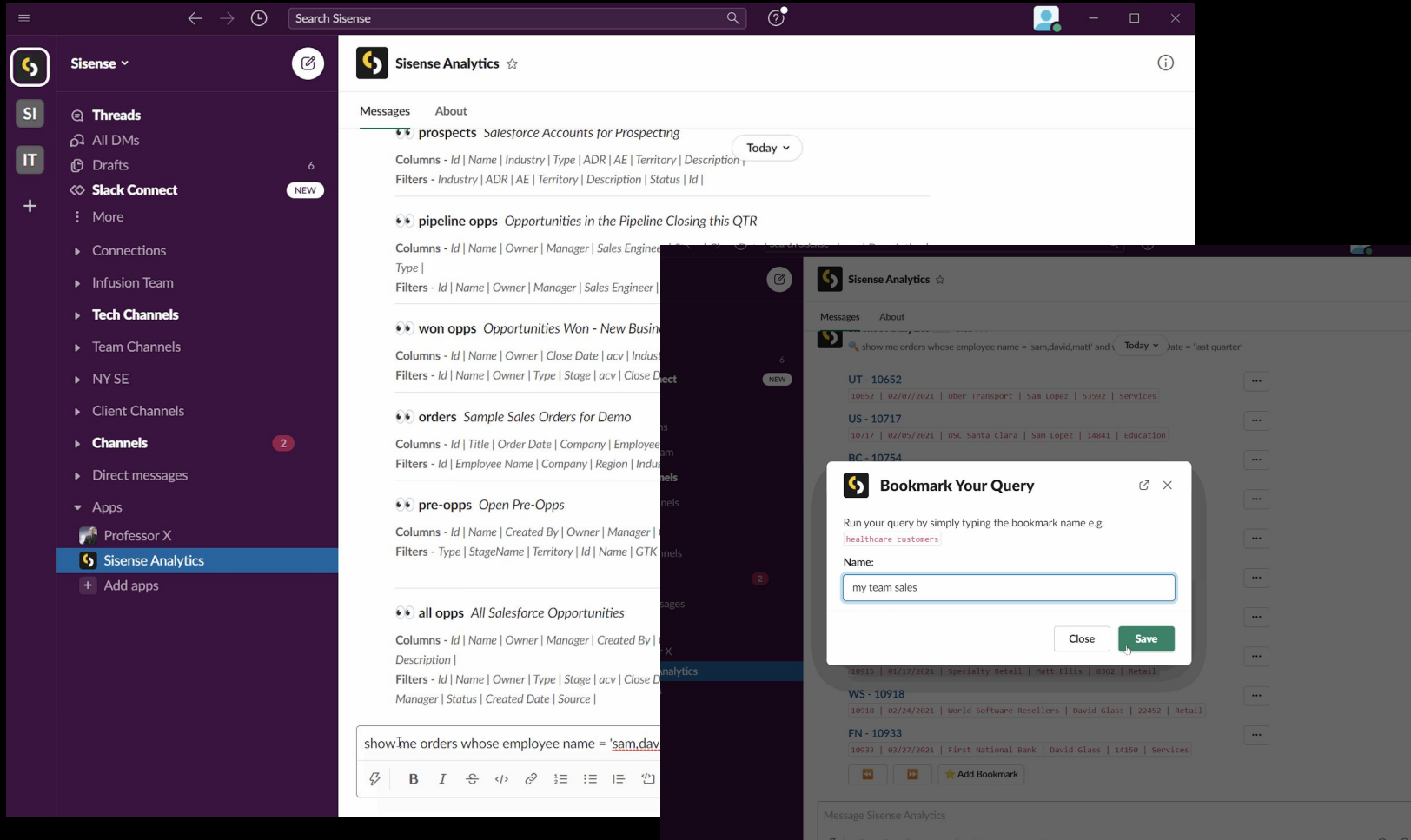


# 1st Generation Infusion Apps



# 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



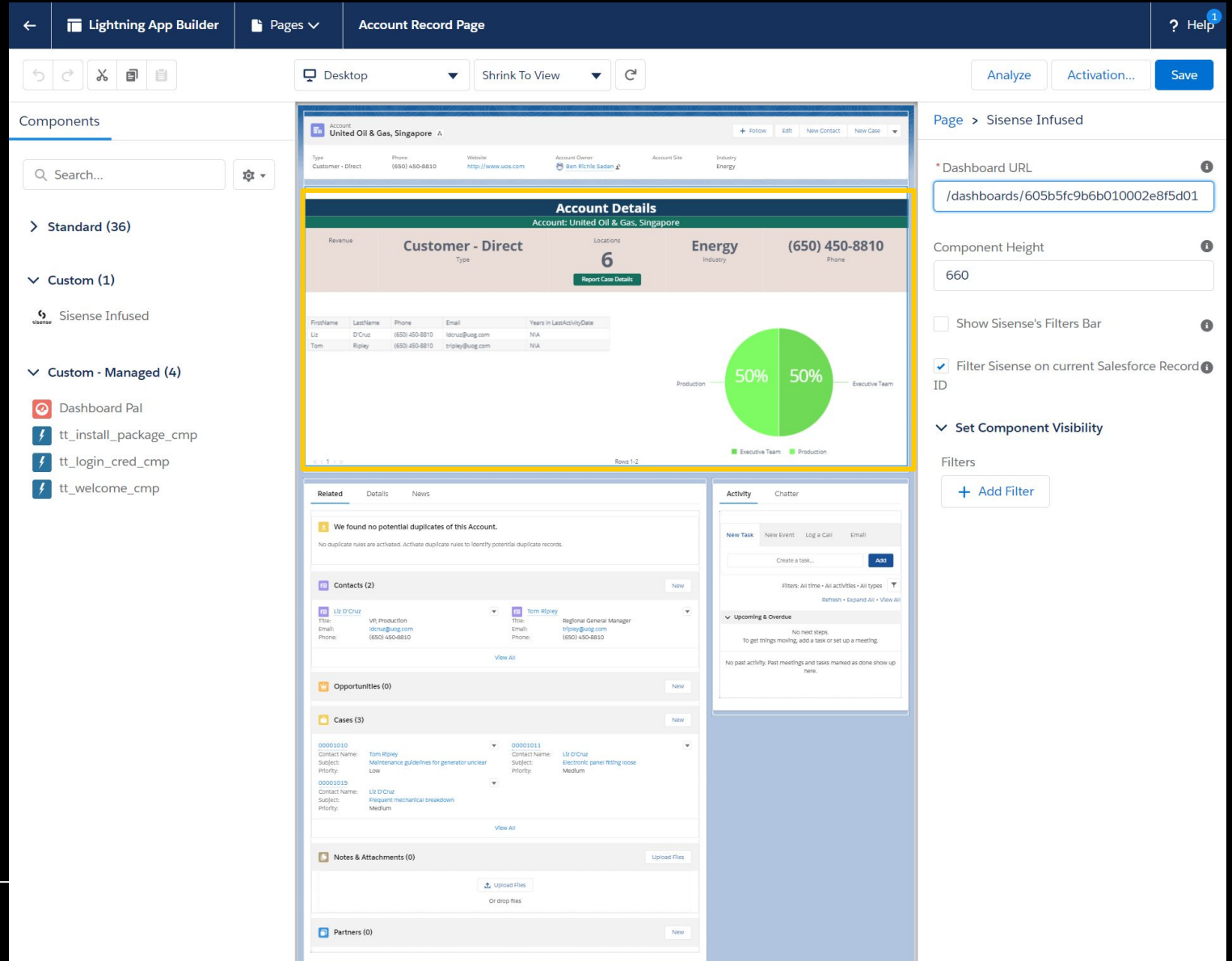
# Infusion Apps

## 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



The screenshot displays the Salesforce Lightning App Builder interface for the 'Account Record Page' of 'United Oil & Gas, Singapore'. The page is designed to provide a 360-degree view of the customer, integrating data from various sources.

**Components Panel (Left):**

- Standard (36)
- Custom (1)
  - Sisense Infused
- Custom - Managed (4)
  - Dashboard Pal
  - tt\_install\_package\_cmp
  - tt\_login\_cred\_cmp
  - tt\_welcome\_cmp

**Account Record Page (Main):**

The page header shows the account name 'United Oil & Gas, Singapore' and includes links for '+ Follow', 'Edit', 'New Contact', and 'New Case'. Below the header, the 'Account Details' section displays key information:

- Customer - Direct** (Type)
- Locations**: 6
- Energy** (Industry)
- (650) 450-8810** (Phone)

A pie chart shows the distribution of the account: 50% Production and 50% Executive Team.

**Related Records (Bottom):**

- Contacts (2)**: List of contacts including 'Liz D'Crus' and 'Tom Ripley'.
- Opportunities (0)**: No opportunities are currently listed.
- Cases (3)**: List of cases including 'Maintenance guidelines for generator unclear' and 'Electronic panel riding loose'.
- Notes & Attachments (0)**: No notes or attachments are currently listed.
- Partners (0)**: No partners are currently listed.

**Page Configuration Panel (Right):**

- Page**: Sisense Infused
- \*Dashboard URL**: /dashboards/605b5fc9b6b010002e8f5d01
- Component Height**: 660
- Show Sisense's Filters Bar**: ☐
- Filter Sisense on current Salesforce Record ID**: ☒
- Set Component Visibility**: ☐
- Filters**: [+ Add Filter](#)

# 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

**Orders This Month Summary**

- There are 14,628 Orders This Month
  - Down 6,818 (▼46.6%) from Previous Period
  - Down 5,325 (▼36.4%) YOY
- The total Amount is \$130,415,367.00
  - Down \$60,170,194.00 (▼46.1%) from Previous Period
  - Down \$51,553,752.00 (▼39.5%) YOY
  - The min Amount is \$29.00
  - The max Amount is \$60,000.00

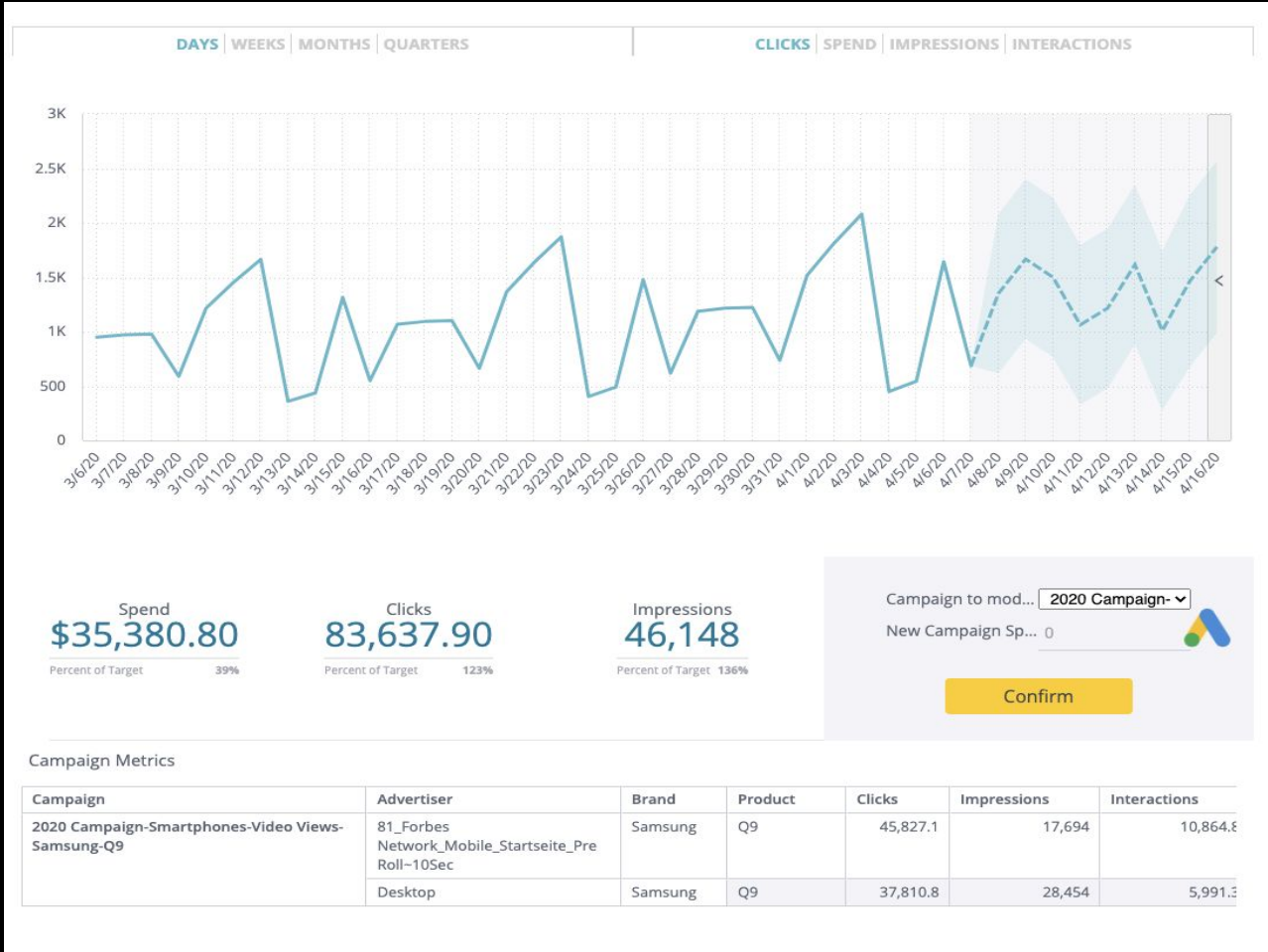
**Sales by Rep**

Employee Name	Amount
Sam Lopez	15,000,000
Ben Franklin	14,500,000
David Glass	14,000,000
Matt Ellis	13,500,000
Rahul Patel	13,000,000
Moby Jones	12,500,000
Mike Cosmo	12,000,000
Andrew Green	11,500,000
Oliver Dominic	11,000,000



# 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

# 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**



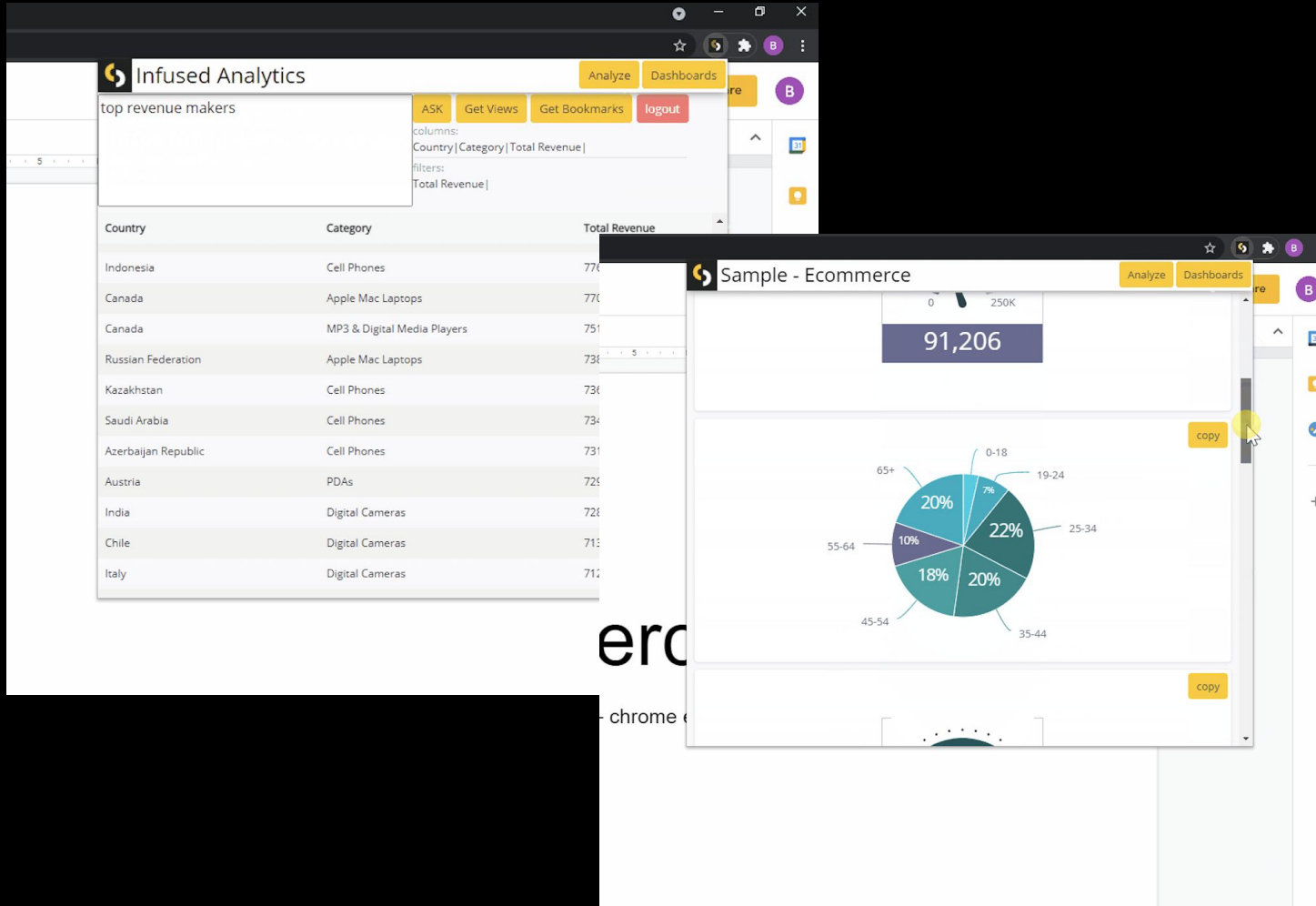
## Collaboration

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

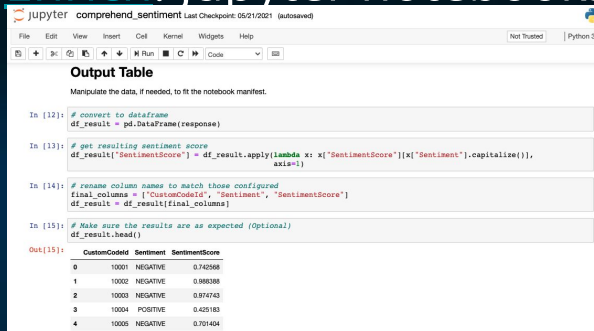




# 1. Development

## Data

- [Live](#): directly query database
- [Elasticube](#): database extracts
- [Transform](#): derived fields and tables
- [Enrich](#): Jupyter notebooks



```

In [12]: # convert to dataframe
df_result = pd.DataFrame(response)

In [13]: # get resulting sentiment score
df_result['SentimentScore'] = df_result.apply(lambda x: x['SentimentScore'], axis=1)

In [14]: # rename column names to match those configured
final_columns = ['CustomCodeId', 'Sentiment', 'SentimentScore']
df_result = df_result[final_columns]

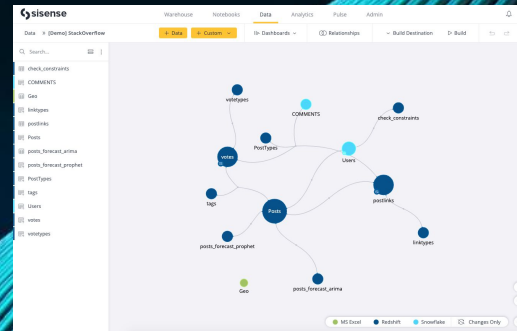
In [15]: # Make sure the results are as expected (Optional)
df_result.head()

```

	CustomCodeId	Sentiment	SentimentScore
0	10001	NEGATIVE	0.742568
1	10002	NEGATIVE	0.988388
2	10003	NEGATIVE	0.874743
3	10004	POSITIVE	0.425183
4	10005	NEGATIVE	0.701404

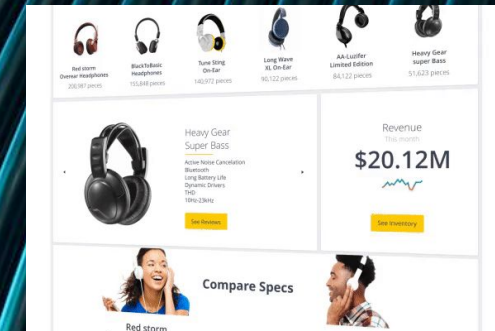
## Model

- [Semantic layer](#): foreign key relationships
- [Friendliness](#): rename & hide
- [Dictionary](#): tag & describe



## Dashboard

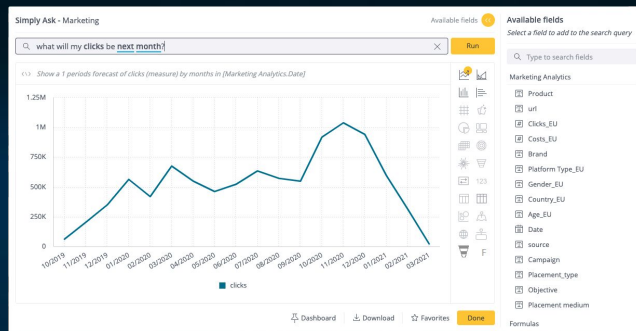
- [Drills](#): predefined & ad-hoc
- [Augmented](#): anomalies, forecast, natural language
- [Workflows](#): stories & action



## 2. End-User Interfaces

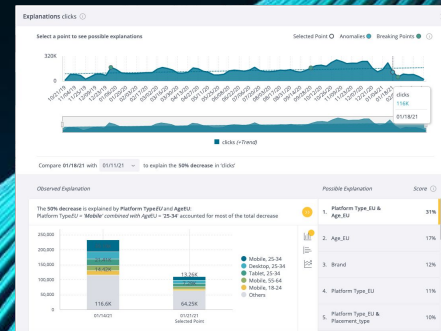
### Exploration

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



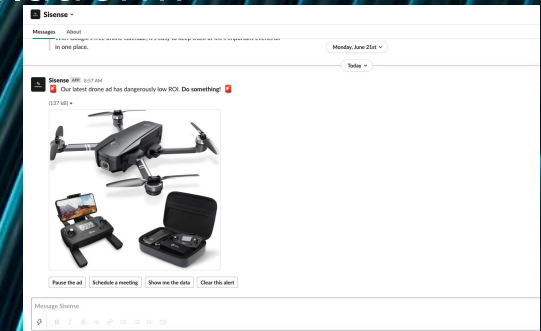
### Augmented

- 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

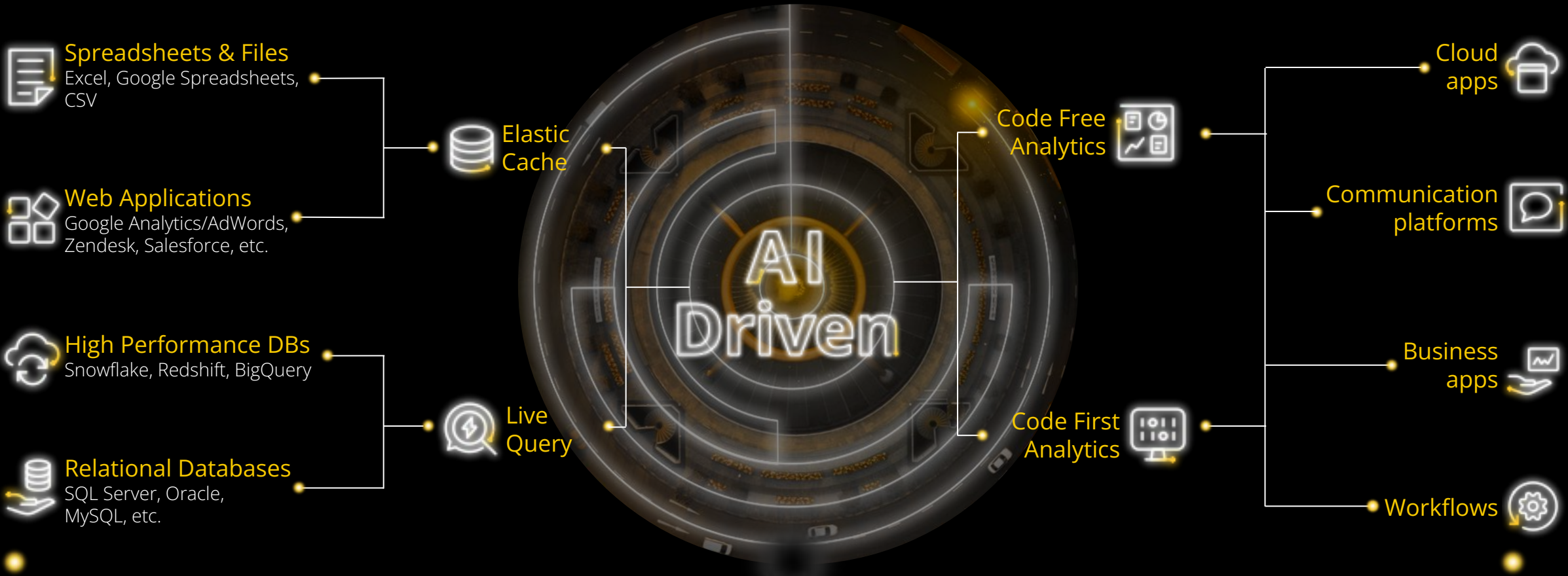
to any data

## BUILD

customized data experiences

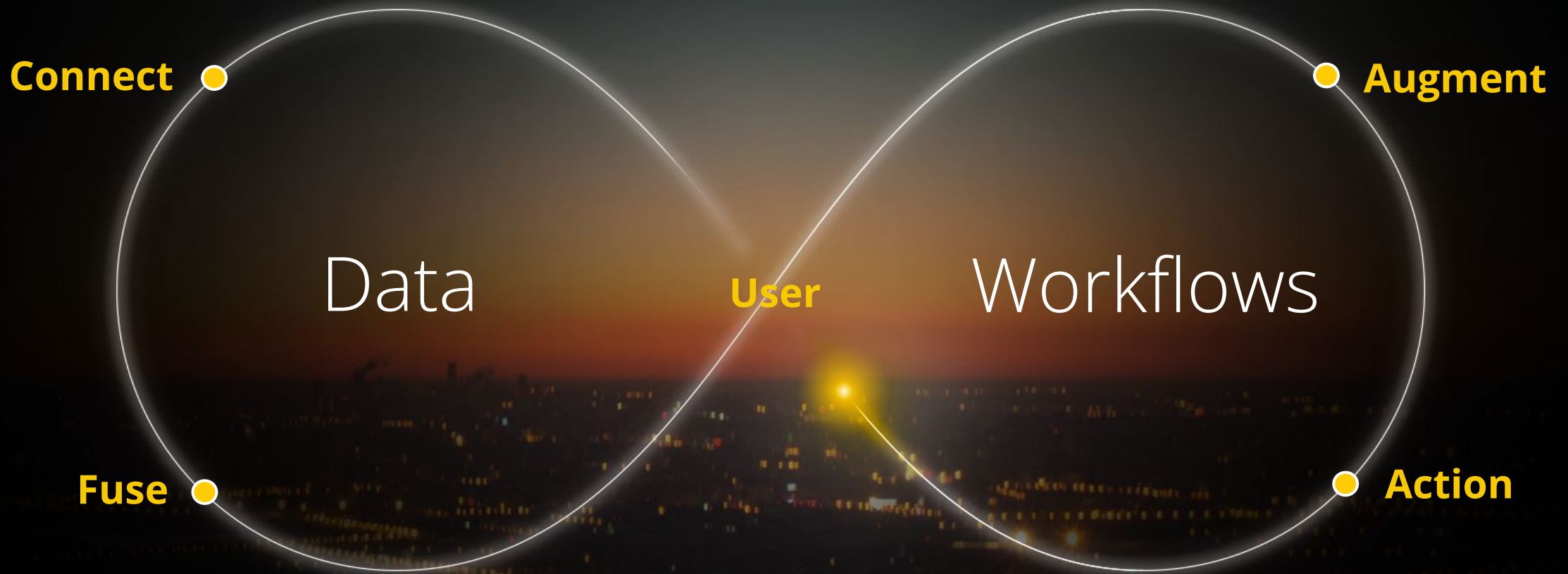
## INFUSE

analytics everywhere



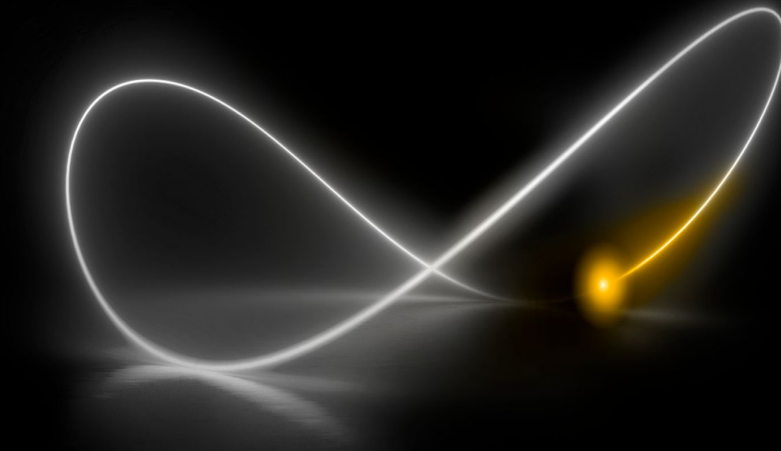


# Infusion Requires a Human Focus



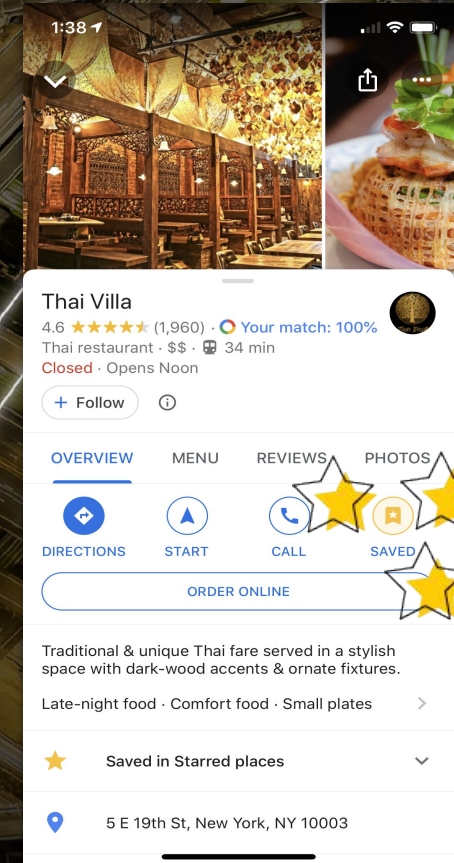
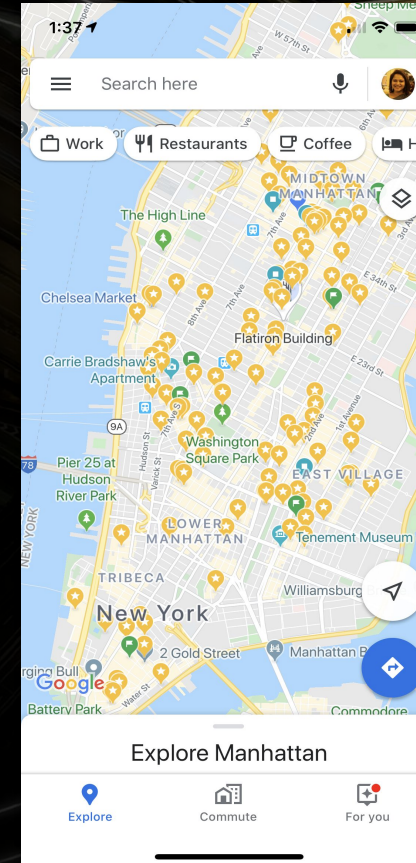
# Infuse Requirements

- 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.

