

SELF-SERVE ANALYTICS

EMPOWERING DECISION-MAKING THROUGH DATA DEMOCRATIZATION

What is Self-Serve Analytics?

- Empowers non-technical users
- Enables faster decisions
- Example Tool: Aqua Data Studio

Key Benefits

- Empowered decision-making
- Agility and speed
- Cost Efficiency



Implementation Challenges & Solutions

- **Data Challenges:** Connecting sources, normalizing data, & ensuring security.
Solution: Tools like Aqua Data Studio streamline data integration & integrity.
- **Governance Challenges:** Managing permissions, auditing usage, and standardizing workflows.
Solution: Integrated governance tools support compliance and data quality.
- **Query Challenges:** Non-experts avoid traditional query tools.
Solution: AI Assistant, Visual Query Builder, and SQL IDE improve access.
- **User Adoption:** Stakeholder training and engagement.
Solution: Interactive training with real-world examples & platform advocates.

Best Practices for Successful Rollout

- Know your users' goals and needs.
- Use relatable training examples.
- Encourage feedback and adapt the platform.
- Appoint platform champions for ongoing support.



Why Aqua Data Studio?

- **Comprehensive Support:** Works with 40+ data platforms.
- **User-Friendly:** Intuitive tools for database management and visualizations.
- **Scalable:** Ideal for organizations of all sizes.

The Future of Self-Serve Analytics

75% adoption by end of 2025

Trends – more usability and integrations

REQUEST A DEMO!

