

# 2021 STATE OF ANALYTICS: WHY USERS DEMAND BETTER





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# 2021 State of Analytics: Why Users Demand Better

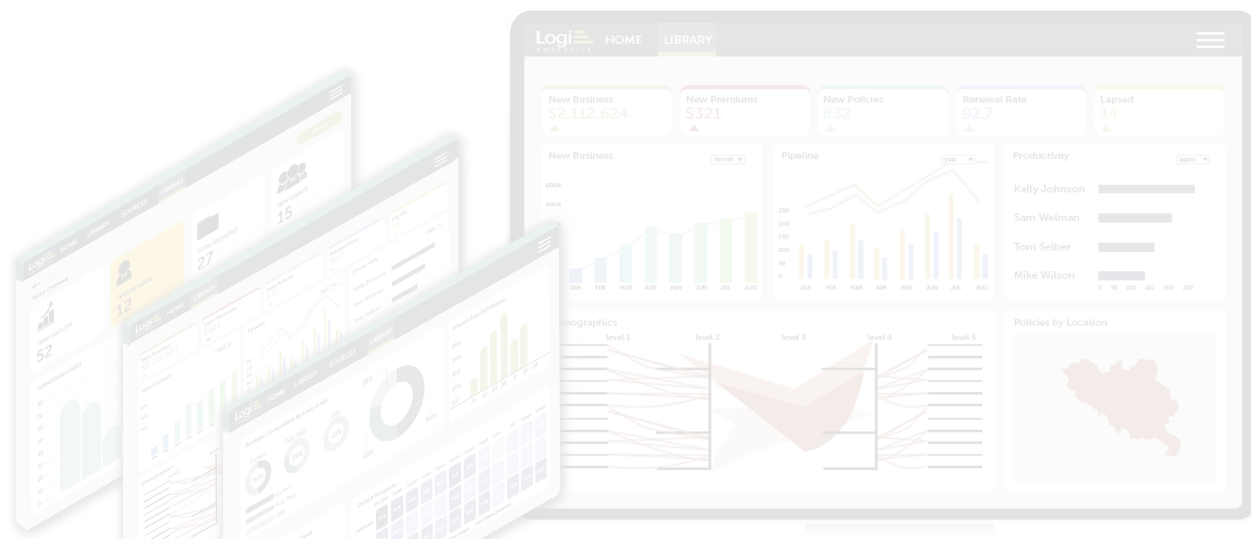
As organizations become more data driven, their analytics requirements grow. The expectation to do more with their data becomes a moving target for them and the applications that serve them. To stand up to the challenge, applications must evolve to accommodate their users and ensure their success. But what do users really want?

Hanover Research recently conducted a survey that investigates the role of analytics from the perspective of *knowledge workers*, people who handle or use information as part of their jobs. The sample included 1,931 knowledge workers, or end users, from financial services, healthcare, and manufacturing who are familiar with the analytics tools within their applications.

The survey centered on understanding end-user behavior related to analytics, especially as it relates to the following key areas:

- **Ways in which knowledge workers use analytics**
- **Features and functionalities that are most valuable to them**
- **Strengths and weaknesses of their current analytics solution**

This report examines how knowledge workers use analytics and explores their needs and preferences.



# Indispensable asset to knowledge workers

Analytics have become an indispensable tool to help knowledge workers make informed decisions. In the Hanover survey, 82 percent of users across all surveyed industries consider analytics to be very or extremely significant to their current role.

For these end users, access to effective analytics is especially critical. As a matter of fact, close to three-quarters of them (72 percent) personally access analytics in their role more than once a week. And when working with analytics, on average, they spend over five hours a day—which is a substantial amount of time.

Information-sharing through reports and visualizations greatly fosters collaboration. Having the ability to share these types of knowledge and insights across organizations is essential. According to the survey, more than half of end users (58 percent) share analytics with others more than once a week.

The widespread use of analytics helps organizations translate their data into valuable insights. As the survey results indicated, 90 percent of users consider analytics very or extremely valuable when making business decisions. In fact, businesses use these insights often to:

- **Guide** the decisions they make.
- **Direct** the work of their teams.
- **Drive** their organization toward a data-driven approach.

Analytics have become imperative for knowledge workers to carry out their daily responsibilities. Beyond data access, they need the ability to understand the potential value of their data to drive business decisions.

## Critical role in making business decisions

Knowledge workers consider analytics critical to the ability to use their organization's data to derive sound decisions. Hanover's study showed that 87 percent of their organizations use analytics often or very often to make business decisions. They indicated that they primarily use analytics for vital functions such as budget planning, customer service, and product development.

To derive value from data, knowledge workers need an organized way to make sense of it. As the survey indicated, 70 percent of knowledge workers use their analytics to organize their data.

Of the industries surveyed, healthcare and manufacturing rated analytics as particularly crucial for quality decision-making. Specifically, healthcare workers (73 percent) use their analytics to make decisions for such activities as patient care, data security, and overall operations. Over half of them (56 percent) responded that they are most likely to use analytics to collaborate with colleagues. Slightly more than healthcare organizations, manufacturing companies (75 percent) use their analytics to make decisions about their operations such as parts ordering, tracking, and shipping.

**87%** of organizations use analytics often or very often to make business decisions.

These end users also find analytics essential in setting goals (63 percent). That is, they use analytics to assess a variety of situations and set objectives and key performance indicators (KPIs) based on that information. The ability to use data in this way allows for a level of continuous, measurable improvement that's not possible without analytics.

Through analytics, over half (53 percent) of knowledge workers make decisions to help streamline processes. By looking at their data, they can identify opportunities to eliminate operational redundancies and inefficiencies across teams, departments, and divisions, saving them time and money.

Whether through collaboration, organization, or process streamlining, analytics help organizations use their data to generate efficiencies. Together with informing better decisions, the right tools have the potential to ensure longer term business success.

## Growing importance with shift to remote work

Analytics have been imperative in helping the world understand, track, and reduce the spread of COVID-19. They have also proven critical in combatting the impact of the virus by informing local and state closures and re-openings, identifying "hot spots," and managing healthcare system capacities.

The pandemic has widespread impact beyond those involved in containing and treating the virus. Since the arrival of the pandemic in the US in March 2020, 71 percent of our workforce is now working from home. With these changes, analytics remain critical to keeping our communications clear, our data secure, and our operations running efficiently.

*COVID-19 has made it so that 25% of our company's workforce is working from home. We use analytics to help deliver communication and share data in a more efficient way.*

*—Knowledge worker in the manufacturing industry*

**64%** of knowledge workers expect their organization's usage of analytics to increase in 2021.

For example, consider these **key industry use cases**:

- Knowledge workers in the manufacturing industry reported using analytics to help deliver communication and share data in a more efficient way.
- Healthcare workers reported an increased use of analytics as everyone tries to find more efficient ways to work while cutting costs.

As organizations evolve to accommodate dynamic circumstances, business leaders are experiencing the value of analytics for their businesses and recognizing the need for future investment. Since the arrival of COVID-19, 57 percent of knowledge workers report an increased importance of analytics. Accordingly, 64 percent of them also expect their organization's usage of analytics to increase in 2021. The need for analytics will keep rising as organizations continue to leverage their data to stay ahead of the curve in a constantly changing world.

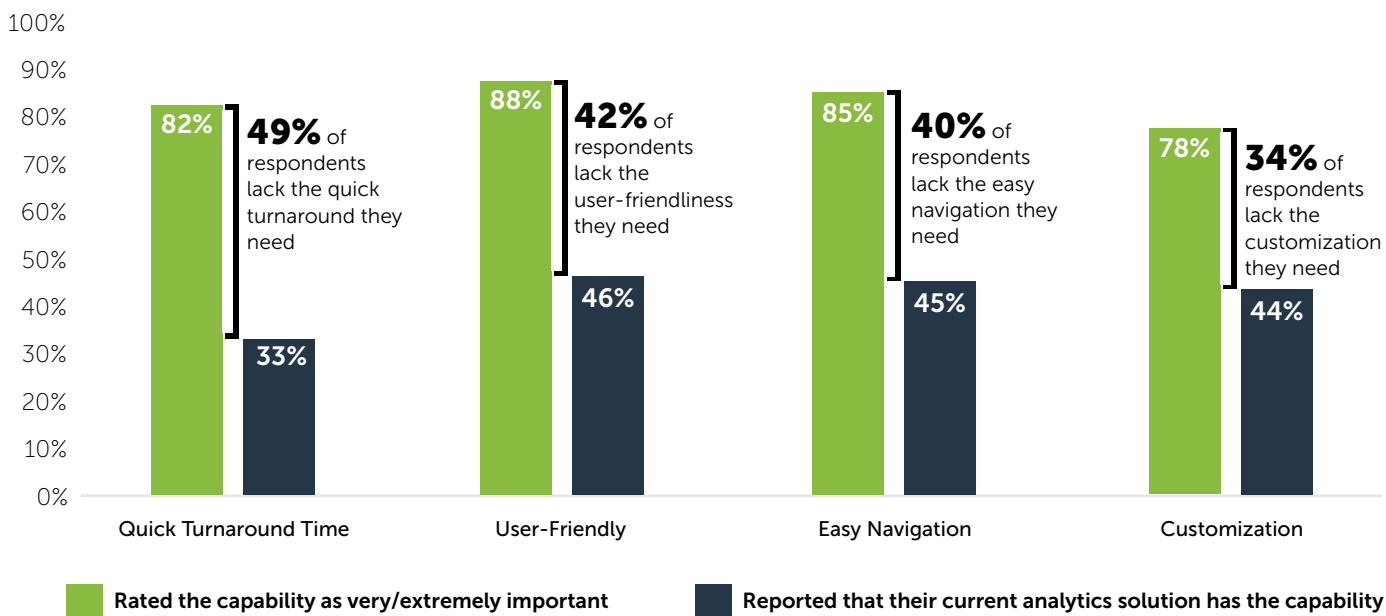
## Inadequate capabilities for decision-making

Knowledge workers need the right analytics solution to help drive their organization to better outcomes. With the right capabilities, they gain independence, confidence, and empowerment to carry out their responsibilities.

When asked about the characteristics and capabilities they most require in an analytics solution, knowledge workers shared the need for ones that are user friendly (88 percent) and easy to navigate (85 percent). They also require a quick turnaround (82 percent) and customization (78 percent).

Knowledge workers also shared the characteristics and capabilities offered by their current analytics solutions. They indicated that only 46 percent of their solutions were user-friendly, with easy navigation (45 percent), customization (44 percent), and quick turnaround (33 percent) trailing behind.

One noticeable finding of the survey results is the gap between the capabilities that these end users want and the ones they have. Many indicated that the analytics products they currently use lack the features they need. The following graph illustrates the discrepancies.



Without the right functionality, an overwhelming 99 percent of knowledge workers reported spending time looking for information they couldn't easily find in their analytics solution. Compounded across teams and departments, the inability to find what end users need adds up to a significant loss of time they could have allocated to other tasks. Beyond an overall loss in productivity, organizations risk diminishing user satisfaction, multiple "sources of truth," and a lack of integration across business systems and functions.

**99%** of knowledge workers spend time looking for information they couldn't easily find in their analytics solution.

## Better analytics tools for better decisions

The Hanover survey found that analytics can have a substantial impact on knowledge workers in how they make decisions and influence their organizations. But for these end users to gain the necessary insights to drive better decisions, they need the right analytics tools.

As the Hanover study found, that's why 77 percent of knowledge workers indicated that they'd likely adopt a new analytics solution if it was embedded in the application itself. To ensure your knowledge workers get the most value from their analytics, choose a solution that meets the following criteria:

- **SUPERIOR ANALYTICS EXPERIENCE**

Knowledge workers want user-friendly analytics with simple navigation. These qualities are best provided in an embedded solution that's directly integrated into the tools they use today so they can keep working right in their existing workflow. Embedded analytics provide an end-to-end experience that seamlessly helps users transform raw data to calculated decisions.

- **CUSTOMIZABLE SELF-SERVICE**

Your knowledge workers want self-service so they feel empowered to maneuver their own data and infer the insights they need. That's where self-service capabilities make a big difference. However, to be effective, the self-service experience must fit their job role and analytics skill level to allow for end-user autonomy. This level of customization is an area that one-size-fits-all self-service just can't deliver on.

- **SCALABILITY TO MEET GROWTH**

As your user base and organization grow, you'll need an analytics solution that's designed with scalability in mind. A solution that scales horizontally, vertically, or elastically on commodity infrastructure removes the burden of managing and maintaining proprietary hardware. Meanwhile, it enables your organization to optimize and predict the cost of computing resources.

- **A TRUSTED AND EXPERIENCE PARTNER**

With the ever-changing nature of users' needs and expectations and the foreseeable growth in the importance of analytics, you want a partner that delivers cutting-edge analytics that engage end users and create value. More than a solution vendor, you want a partner that's focused on embedded analytics with a team that's dedicated to your success.

To deliver on these fronts, the overall approach is critical. Compared to alternative options, embedded analytics stand out by providing the right capabilities seamlessly within the workflow. By having all of the information where your users need it, they are much more likely to leverage the solution to its full potential.

Provide the analytics capabilities that your knowledge workers seek, partner with the leader in embedded analytics—[Logi Analytics](#).

# ABOUT LOGI ANALYTICS

Logi Analytics empowers the world's software teams with the most intuitive, developer-grade embedded analytics solutions, along with a group of dedicated people invested in your success. By leveraging your existing tech stack, Logi Analytics enables you to quickly build, manage, and deploy your application. And because Logi Analytics supports unlimited customization and white labeling, you have total control to make the application uniquely your own. Over 2,200 application teams have trusted Logi Analytics to help power their businesses with sophisticated analytics capabilities.

The company was recently awarded the 2020 "Best Business Intelligence Solution" Proddy award by Product School. In addition, the company was named a leader in Business Application Research Center's (BARC) BI & Analytics Survey 21 across several categories, including Operational BI, Embedded BI, and Cloud BI.

Logi Analytics is headquartered in McLean, Virginia, with offices in Ireland, England, Ukraine, and China. Learn more about what's possible with Logi at [LogiAnalytics.com](https://LogiAnalytics.com).

# ABOUT HANOVER RESEARCH

Hanover Research is a brain trust designed to level the information playing field. The company has hundreds of researchers who support thousands of organizational decisions every year.

From strategic expansions into new markets, products, or programs to daily operations that delight customers, retain employees, and optimize revenue, Hanover's team supports clients across the entire decision spectrum. Learn more at [HanoverResearch.com](https://HanoverResearch.com).



# APPENDIX

## SURVEY METHODOLOGY

Hanover Research collected data from knowledge workers who regularly use and are familiar with the application of analytics.

### **Key Research Questions:**

The survey sought to answer the following key questions:

- What sort of analytics do end users want?
- Where do end users want to access analytics?
- What specific insights, features, and functionalities are they currently using and what do end users want?
- What do they favor/what are the pain points with their current application's analytics?
- How often are users accessing their analytics?
- How much time do they spend in there and how productive do they think that time is?
- How often does that information end up informing their decisions?

### **Survey Administration and Survey Sample**

The survey was administered online and respondents were recruited by a panel. The analysis includes a total of 1,931 respondents after data cleaning and quality control and were employed in the following industries:

- 25% Finance Services (n=477)
- 25% Healthcare (n=483)
- 25% Manufacturing (n=492)
- 25% Other (n=479)

### **Respondent Qualifications**

Eligible participants were required to have the following qualifications:

- Age 22+, US residents
- Familiar with the software applications their organizations use
- Frequently use analytics tools in their current role