



GARTNER MAGIC QUADRANT

KEY TAKEOVER

ANALYTICS & BI PLATFORM



2023 SCENARIO

In the realm of Analytics & Business Intelligence Platform, a transformative shift is underway. These platform are empowering non-technical users, focusing on content consumers and decision makers, and embracing no-code automation. Additionally, improved governance and open architecture are shaping the future of these platform



Empowering Non Technical Users

Any ABI platform is evolving and supporting business professional and non-techie to work with data. In this scenairo users can model, analyze, explore share and manage data with ease allowing collaboration and sharing of finfinds in a simple end enriched way with IT and AI Augmentation



Analytics for Content Consumers

While the focus has traditionally been on visual self-service, platform are changing to cater the need of content consumers and decision makers. In this those are integrating no-code capabilities to go beyond dashboard and data delivery to provide contextualized insights and support decision-making



Governance and Open Architecture

Enhanced governance and control over content creation and distribution are becoming increasingly important, alongside the growing demand for headless and open architectures. In this context, headless ABI platforms are decoupling the metrics store from the front-end, fostering greater interoperability with other tools and applications.

GOOGLE RECOGNIZED AS A LEADER



GOVERNED SELF SERVICE SEMANTIC LAYER

Google offers a highly governed environments for analysis including self service visualization and dashboard with a particular focus on the LookML-based semantic model



DECISION SUPPORT AND WORKFLOW RESOURCES

Google includes “blocks” which are pre-configured dashboard and data exploration capabilities for different vertical industries, as well as “actions” to integrate data or instructions into 3rd party tools



NATIVE INTEGRATION WITH OPEN-SOURCE TECHNOLOGIES

Google is integrated with open-source technologies provided through GCP, like Dataproc, Dataprep and Composer, providing data engineers native capabilities for data processing and using AI Tools

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GOOGLE RECOGNIZED AS A LEADER



Google has made significant strides in unifying its BI tools in the past 12 months creating the Looker Platform. This receives acclaim for allowing business to leverage the power of Google Sheets, Microsoft PowerBI and Tableau in coordination with other tools, while its workflows feature and further integration with Google Cloud Platform are absolutely cornerstone strengths

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