Self-Service Analytics
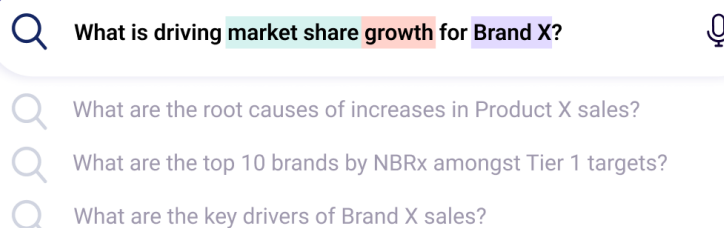
Leverage the power of AI to eliminate organizational bottlenecks and increase analytics agility

Q What is driving market share growth for Brand X?

Q What are the root causes of increases in Product X sales?

Q What are the top 10 brands by NBRx amongst Tier 1 targets?

Q What are the key drivers of Brand X sales?

Self-Service Analytics

Organizations have aspired to implement self-service analytics for the better part of two decades, yet challenges still remain in its practical adoption. Many organizations are still struggling with the never-ending cycle of dashboards—a business user has a question, the data team builds a dashboard to answer the question, but the dashboard opens new lines of questions. This endless cycle puts the data team in the uncomfortable position of a bottleneck for organizations to truly become data-driven. And while many so-called self-service analytics platforms are designed to be intuitive, users still need a certain level of technical expertise to effectively analyze data. This expertise cuts off data access to domain experts who are best positioned to generate new insights on the business. In addition, scalability issues of legacy business intelligence platforms lead to slow query processing and ultimately degrade user experience and productivity.

Issues with self-service analytics abound. However, AI-powered analytics can help.

AI-Powered Analytics for Self-Service

The Tellius AI-powered analytics platform lowers the technical requirements for data analysis across an organization. A "Google-like" natural language search allows business users to conduct ad hoc data exploration with simple questions. AutoViz capabilities recommend chart types and simplify the creation of visualizations, while point-and-click Vizpads provide simplified dashboarding. Automated insights analyze large and complex datasets to provide deeper insights with additional predictive capabilities. The combination of these features helps to eliminate the endless dashboard cycle and enables your organization to become truly data-driven.

Natural language search as a simple means to deliver ad hoc data exploration and answer critical business questions.

Automated insights to remove technical hurdles associated with key driver, trend, and comparison analysis while providing access to predictive analytics for business users and analysts.

Collaborative dashboarding made easy with point-and-click Vizpads, designed for teams to stay updated on changes in key metrics.

AutoML capabilities providing user-friendly predictive analytics to domain analysts and domain experts, uncovering hidden insights.

Why Tellius for Self-Service Analytics

Automatically analyze millions of data points to identify true drivers and root causes across your organization.

Ask and answer critical business questions to unlock value for the entire organization.

Unify data across all channels, perform last-mile data prep as necessary, and dive into analysis faster in one place.

Access advanced predictive analytics through AutoML and accessible ML modeling capabilities.

SELF-SERVICE ANALYTICS USE CASES

Break Down Bottlenecks

Tellius empowers business users with the ability to run ad hoc data analysis and unlocks advanced ML-based techniques for data analysts with AI-powered analytics. Natural language search enables business users to ask questions of data in a simple "Google-like" way. Data analysts can leverage advanced analysis with simple point-and-click AutoML. This bypasses the need to leverage the data team for new dashboard and advanced analytics requests, allowing them to focus on more high-value projects.

Increase Analytics Agility

With Tellius, visualization creation is simplified with AutoViz techniques suggesting the best chart for your business question. Drag-and-drop dashboarding allows business users to build new reports in minutes. In addition, drill-down allows for deeper exploration and more meaningful insights. This ease of use enables more iteration and experimentation as you receive feedback and requirements change.

Scale to Your Organization's Needs

Self-service analytics empowers everyone to use data insights for decision-making. This short-circuits the need to leverage the data team for every request while scaling your organization's ability to become truly data-driven. Powering Tellius is the Dual Analytics Engine, providing sub-second query response times and allowing you to scale for your organization's performance and concurrency needs.

Gain Better Insights with Collaborative Analytics

The Tellius AI-powered analytics platform is built for business users and data analysts to run ad hoc data exploration and analysis. This multi-persona experience allows for line of business users and data analysts to share insights and discover insights together. With natural language search and automated insight capabilities, shorten the path from business question to answer while avoiding long wait times.

Enterprise-Ready, Fast & Flexible Deployment

Tellius deployment is fast and flexible in a variety of customer environments, including on-premise, and on all major cloud platforms (AWS, Azure, and GCP). Priced per server rather than seat, Tellius also includes enterprise-ready security, including role-based access controls and governance capabilities.

Success Story

eBay's Finance and Focused Verticals teams previously relied on static dashboards and custom web-based dashboards, which lacked the ability to easily drill into multi-dimensional relationships or understand drivers of change, while also facing scalability/volume concerns. To analyze the data volume/scale of eBay, data had to be pre-aggregated, so the teams could only explore at category-level (e.g., luxury watches) rather than the product-level (e.g., Cartier or Rolex) performance.

Tellius is now eBay's self-service ad hoc exploration and insights tool on top of their modern cloud data warehouse. Thousands of users at eBay use Tellius to query unaggregated transactional data for on-the-fly answers and visualizations (rather than pre-built, predefined reports), as well as to gain insights pertaining to key drivers of change in seconds.

10%
increase in
organizational efficiency

1000s
of users on Tellius

$1.78B
in uncovered gross
merchandise value