

LEANalyser

Big Data May Be a Hype, But Big Data Isn't

Big Data doesn't mean that we always have to deal with enormous data files. On the contrary. Mostly we have to deal with a lot of different kind of data from different sources, with different formats, structures and qualities. This is due to the fact that the number of data sources will increase exponentially as data is collected from the Internet, sensors, apps and IT systems. There is no doubt that gaining and maintaining a competitive edge in the coming years means being able to analyze more data than before as well as managing different kind of data, in order to draw new conclusions.

We cannot afford to wait for our BI-specialists to prepare analytic databases, reports, analytic templates, visualizations or dashboards to be able to analyze data. Also, there isn't enough Data Scientists to perform the actual analysis. Obviously, anyone with the need to know has to be a part-time analyst, being able to examine the data and extract the information, without needing IT-support.

The problem is that there are too many tools and syntaxes for the analyst to master: SQL, ETL, Data Quality, OLAP, Text Editors are just some of them. Therefore, expert assistance is often needed to navigate this complex environment. Waiting for support creates irritation. Motivation fades. Time runs short.

Enabling the part-time analysts to perform their iterative and interactive ad hoc analysis, access to tools providing the same functionality as those mentioned above, but with shorter learning curves, is needed. Ideally, that functionality would be integrated into one tool. There are tools claiming to be the part-time analyst's best friend providing mainly elegant visualizations. However, they possess very weak functionality when it comes to data preparation, normally occupying 80% of the analyst's time.

Our vision is an all-in-one analysis tool that is so easy to use that the analyst – without assistance, without optimization – can quickly perform rough analyses on large amounts of different kind of transaction data, prepare the data, refine the answers and deliver the result to decision-makers or BI-experts.

With analytic functionality and data preparation in one tool, we believe that we have the only product on today's market that can deliver according to this vision - LEANalyser!