

6 Advantages of Embedded Analytics



Embedded analytics is a technique of analyzing the data during a user's natural workflow. It is a collaboration of analytics and workflow applications that prevents us from toggling between two separate systems, indirectly saving time and giving us greater control over the process. It makes use of reporting and analytic capabilities that help organizations to take better actions for their growth by just looking at those reports.

Benefits of Embedded Analytics:



1. CULTIVATE DATA-DRIVEN CULTURE

Make timely, confident, and informed decisions based on clear, visual analytics and insights instead of "gut feeling".

2. INCREASE PRODUCTIVITY

Save the time spent on toggling between apps and get quick insights on customer usage patterns through embedded insights.



3. INCREASE REVENUE

Show your customers you're committed to improving apps with a better understanding of their issues and watch your revenues grow.

4. GET A COMPETITIVE EDGE

Offer a modern app experience to your customers by giving them access to dashboard creation with more data points.



5. INCREASE ROI ON DATA TRANSFORMATION INVESTMENT

Save time, resources, and expenses involved in ETL work. Get great returns and reduce the risk involved in your ETL work efforts.

6. IMPROVE CUSTOMER SATISFACTION

Increase sales, have larger shopping carts, and happier customers with a user-friendly interface.



Microsoft Power BI removes the struggle from analysing data for answers. It saves businesses valuable time, budget, and resources. Its embedded analytics, smart tools, self-service capabilities, and in-built security helps you unlock valuable insights from data in automated visualizations and reports beyond contemporary norms.

If you'd like to know more about how we can help you smoothly implement the platform for your business, visit omnepresent.com.