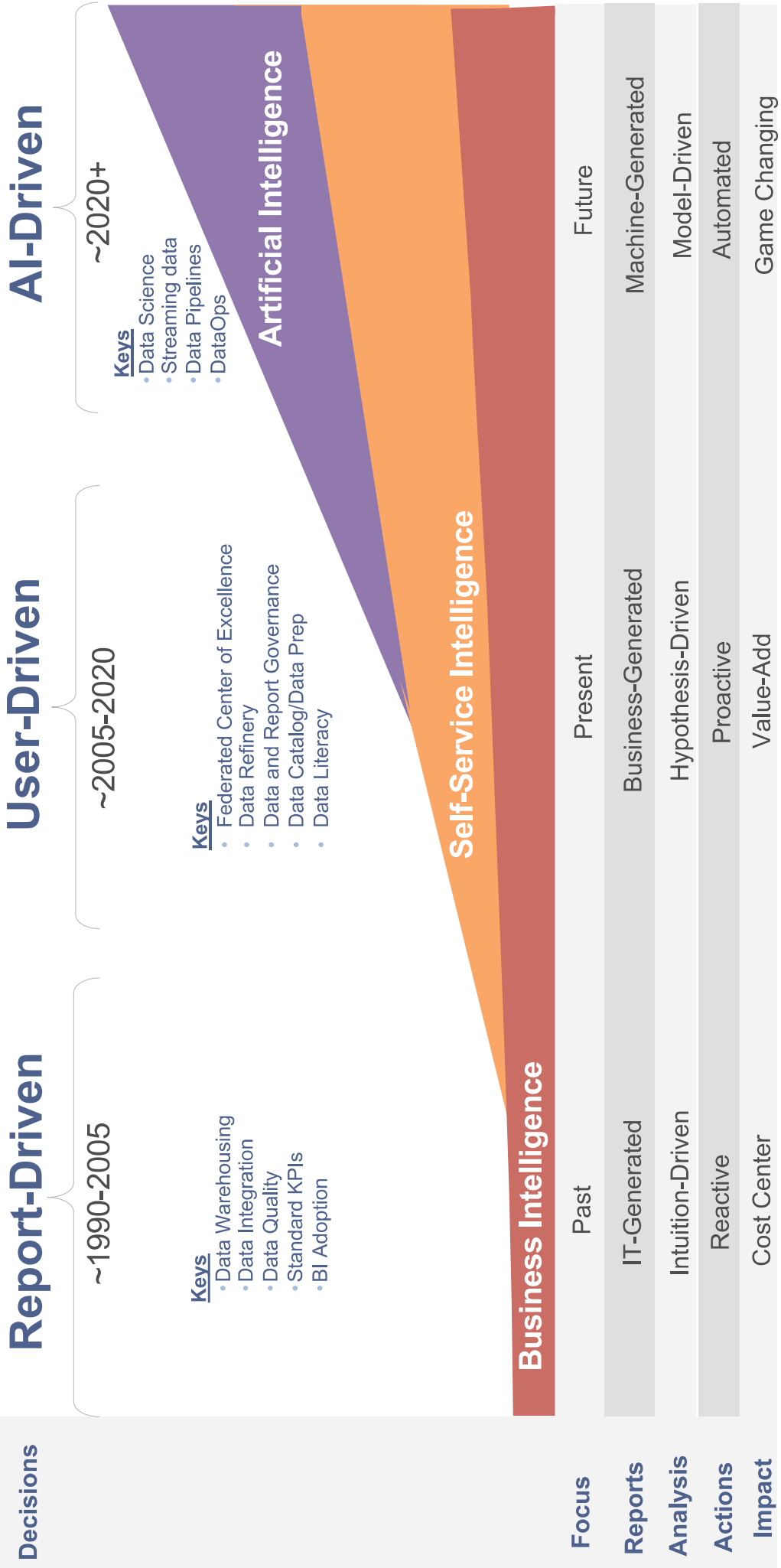


# Three Eras of Analytics



# What is a Data Analyst?



## BUSINESS USERS



**Data Consumers**  
View reports  
(60% of employees)



**Data Explorers**  
Enrich existing reports  
30% of employees

**Silver  
Service**

## POWER USERS



**Data Analysts**  
Create reports from scratch  
8% of employees

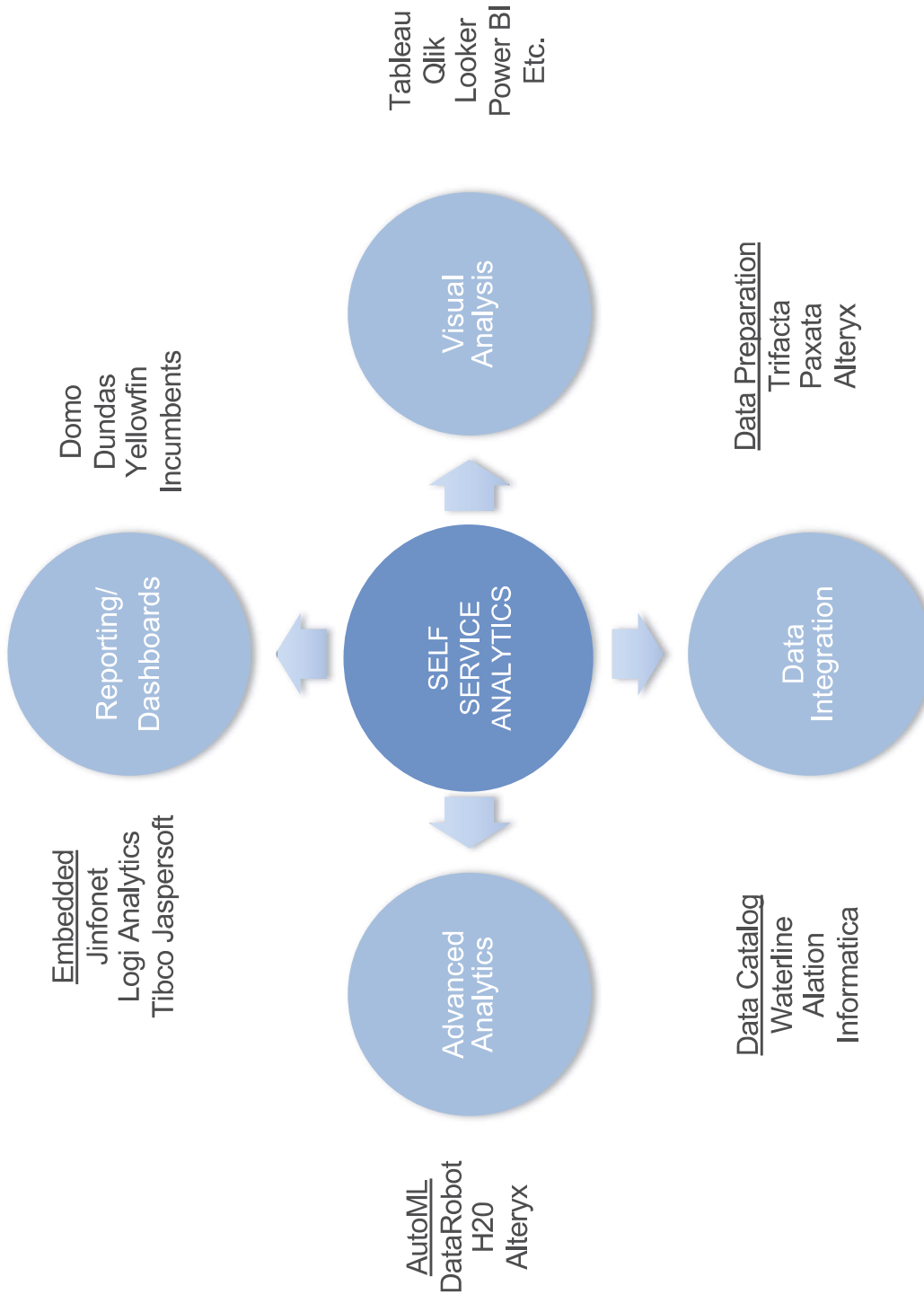


**Data Scientists**  
Create models  
2% of employees

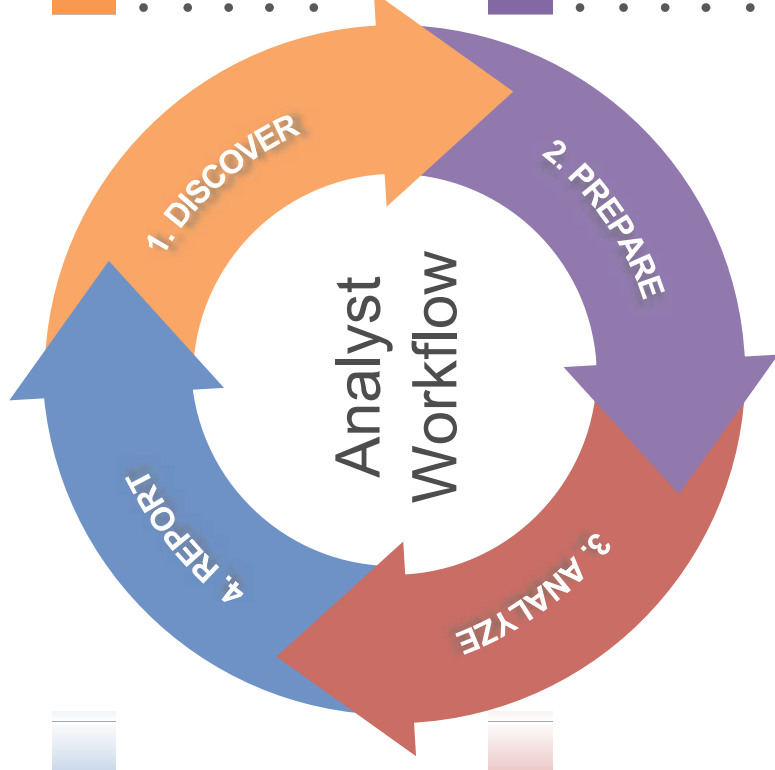
**Self  
Service**



# Self-Service Dimensions



# Data Analyst Workflow



## 4. Report

- Share
- Promote
- Distribute
- Embed

## Governed BI Tools

## 1. Discover

- Search
- Profile
- Sample
- Validate
- Annotate

## Data Catalog Business Glossary

## 3. Analyze

- Group
- Filter
- Sort
- Visualize
- Model

## Analysis Tools AutoML Tools

## 2. Prepare

- Query
- Clean
- Join
- Calculate
- Enrich

## Data Preparation

