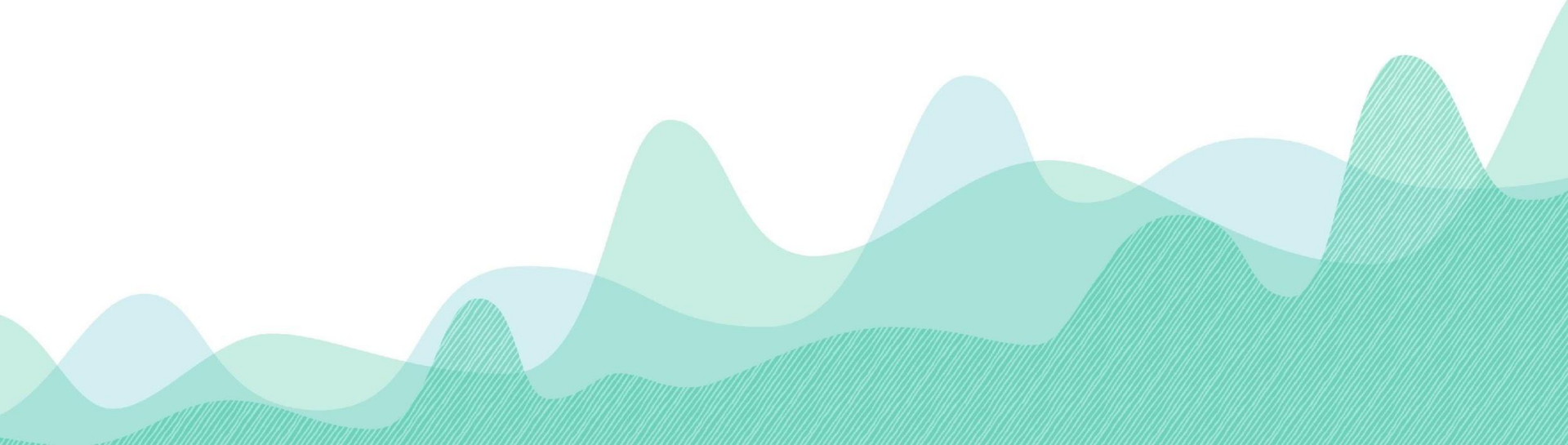
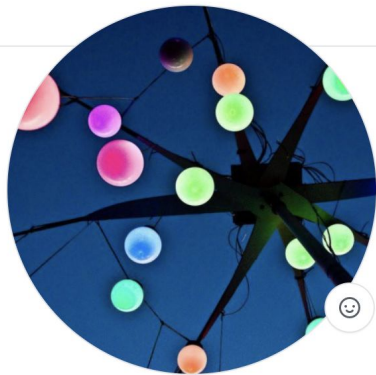




The Next Generation of Business Intelligence





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Organizations



- 20+ years swimming in data @      preset
- Started Apache **Airflow** at Airbnb in 2014
- Started Apache **Superset** at Airbnb in 2015
- Started **Preset** - The Apache Superset company in 2019





Agenda

- The [accelerated] story of BI
- Enabling analytics everywhere
- Delamination of stack
- Latency over freshness
- Open Source FTW
- Data models
- Still to come

“Business Intelligence” - defined

***Business intelligence (BI)** comprises the strategies and technologies used by enterprises for the **data analysis** and management of business **information**.^[1] Common functions of business intelligence technologies include **reporting**, **online analytical processing**, **analytics**, **dashboard** development, **data mining**, **process mining**, **complex event processing**, **business performance management**, **benchmarking**, **text mining**, **predictive analytics**, and **prescriptive analytics**.*



A detailed illustration of vintage navigation instruments including a telescope, a pocket watch, a compass, and a magnifying glass, all resting on an old map. The instruments are rendered in a classic, hand-drawn style with fine lines and shading. The map background features various geographical labels and decorative elements, creating a historical and exploratory atmosphere.

A brief history of BI...

So you thought BI was old...

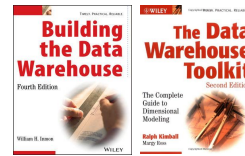
In **1865**, Richard Millar Devens presented the phrase “Business Intelligence” (BI) in the Cyclopædia of Commercial and Business Anecdotes. He was using it to describe how Sir Henry Furnese, a banker, profited from information by gathering and acting on it before his competition.



More recently, **in 1958**, an article was written by an IBM computer scientist named Hans Peter Luhn, describing the potential of gathering Business Intelligence (BI) through the use of technology.

The contemporary timeline

- 70s - IBM and Siebel enter the market
- 80s - emergence of the data warehouse
- 90s - early vendors appear - highly specialized tooling
- 2000s - self-service and large all-in-one platforms
- 2010s - big data + data goes mainstream
 - explosion of more specialized tools
 - democratization of data
- 2020s!?!?!?!?



Some statements about BI / analytics...



- BI tooling tries to be a solution for **EVERY type of data**, every **persona** and every **workflow**. Buyers have been trained to buy a single solution that **SOLVES IT ALL**. This is not realistic.
- Yet most companies have multiple BI tools
- BI is the original 20+Y before no-code **“NO-CODE”** solution!(!?)
- BI depends on “the analytics process” and is the last link in an extremely complex and brittle chain
- Yet. **People think data should be easy**, or that the right tool can make it easy. No.

Failed promises

- Solving data for all
- Self-service - making it simple enough for the masses

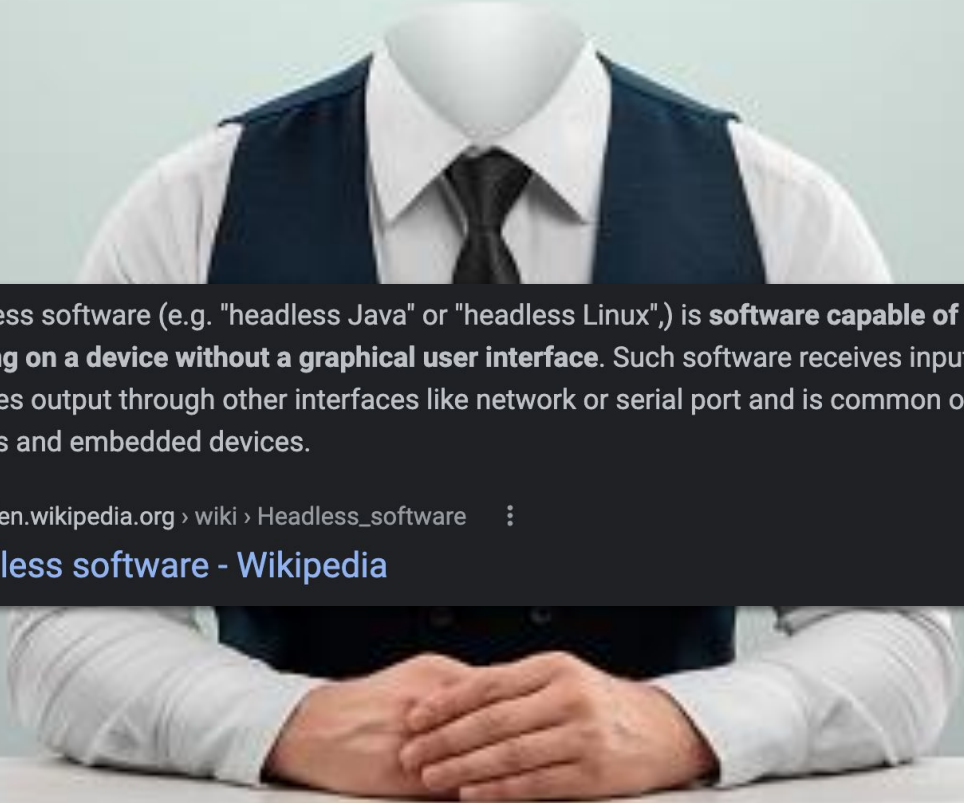


Analytics Everywhere!

Free analytics from the experts and their specialized tooling!

- In-context analytics > foreign dashboards
- The rise of data literacy = users asking for interactive visualizations
- Every app/SaaS to become a “data app”

[head optional]



Headless software (e.g. "headless Java" or "headless Linux",) is **software capable of working on a device without a graphical user interface**. Such software receives inputs and provides output through other interfaces like network or serial port and is common on servers and embedded devices.

[https://en.wikipedia.org › wiki › Headless_software](https://en.wikipedia.org/wiki/Headless_software) :

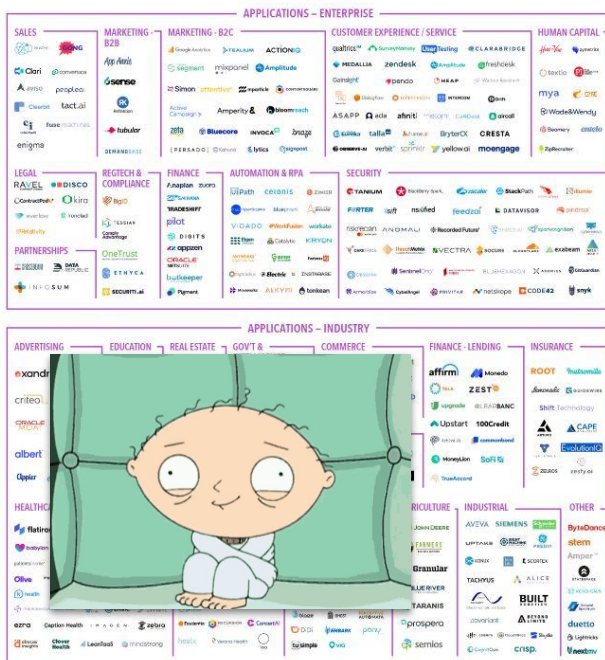
[Headless software - Wikipedia](https://en.wikipedia.org/wiki/Headless_software)

Delamination of the stack

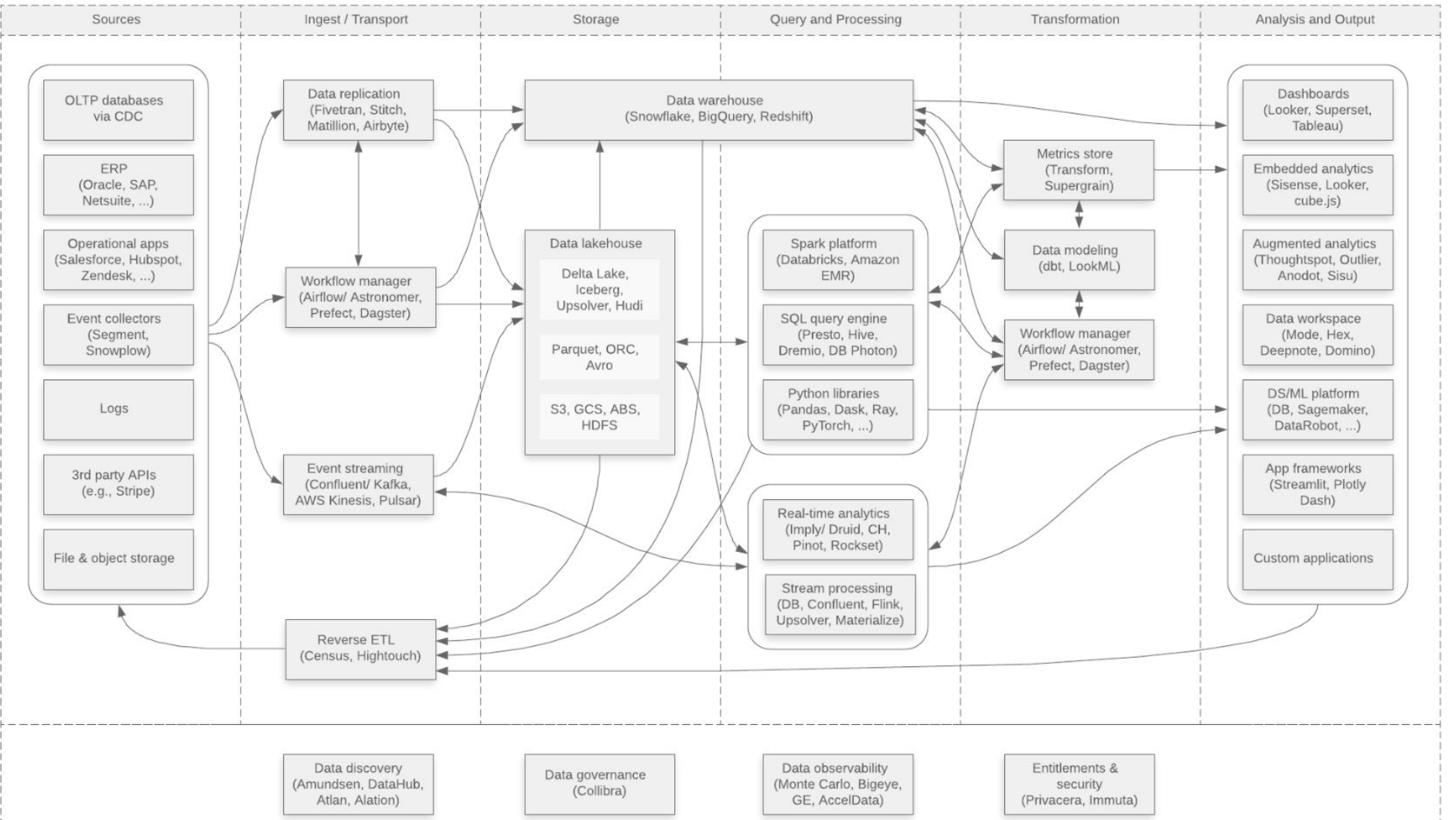


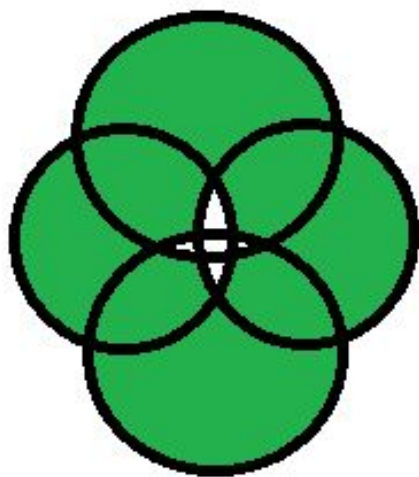
Gartner's BI Magic Quadrant 2021





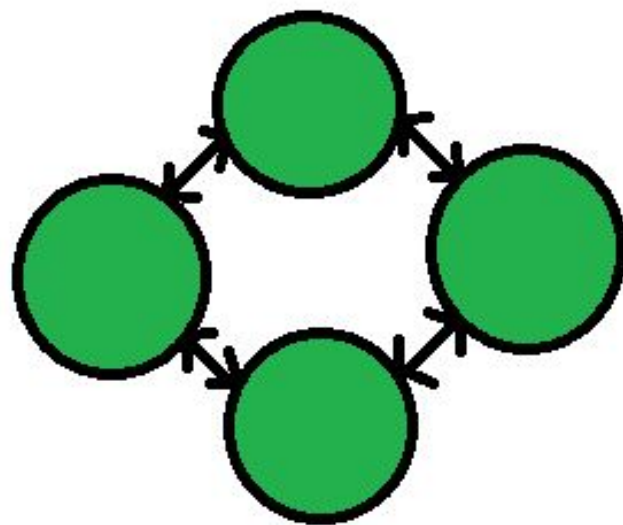
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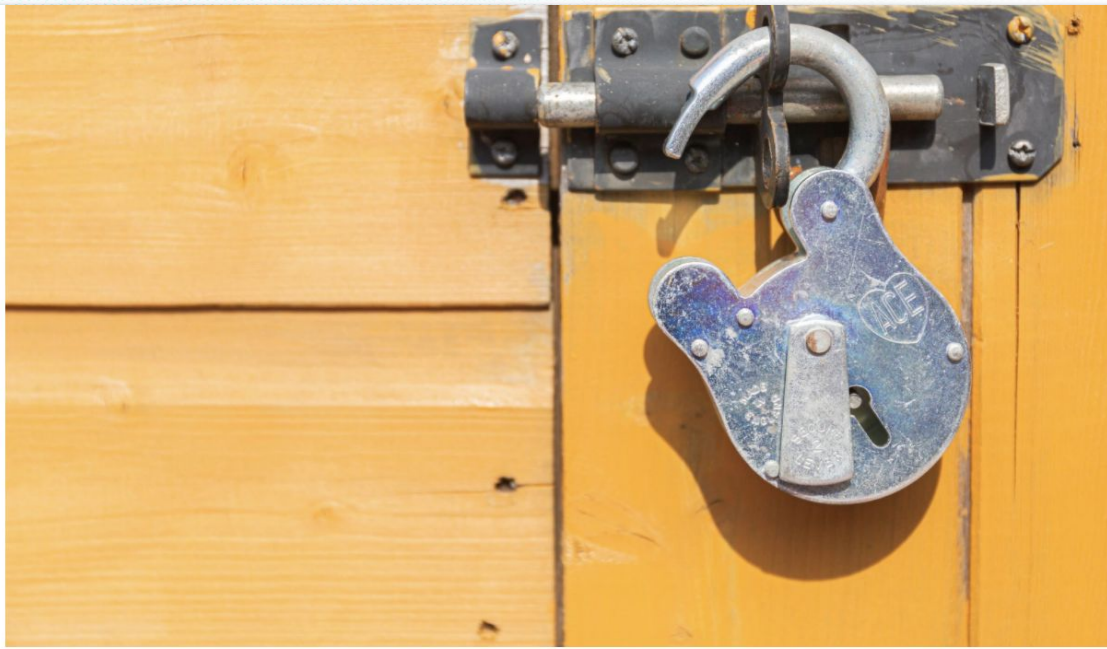
Tight coupling:

1. More Interdependency
2. More coordination
3. More information flow



Loose coupling:

1. Less Interdependency
2. Less coordination
3. Less information flow



COMMUNITY

The Future Of Business Intelligence Is Open Source | Preset

Maxime Beauchemin March 05, 2021



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